National Library of Canada
Bibliothèque nationale du Canada

Canadian Theses Service
Service des thèses canadiennes

Ottawa, Canada
K1A 0N4

NOTICE

The quality of this microform is heavily dependent upon the quality of the original thesis submitted for microfilming. Every effort has been made to ensure the highest quality of reproduction possible.

If pages are missing, contact the university which granted the degree.

Some pages may have indistinct print especially if the original pages were typed with a poor typewriter ribbon or if the university sent us an inferior photocopy.

Previously copyrighted materials (journal articles, published tests, etc.) are not filmed.

Reproduction in full or in part of this microform is governed by the Canadian Copyright Act, R.S.C. 1970, c. C-30.

AVIS

La qualité de cette microforme dépend grandement de la qualité de la thèse soumise au microfilmage. Nous avons tout fait pour assurer une qualité supérieure de reproduction.

S'il manque des pages, veuillez communiquer avec l'université qui a conféré le grade.

La qualité d'impression de certaines pages peut laisser à désirer, surtout si les pages originales ont été dactylographiées à l'aide d'un ruban usé ou si l'université nous a fait parvenir une photocopie de qualité inférieure.

Les documents qui font déjà l'objet d'un droit d'auteur (articles de revue, tests publiés, etc.) ne sont pas microfilmés.

La reproduction, même partielle, de cette microforme est soumise à la Loi canadienne sur le droit d'auteur, SRC 1970, c. C-30.

NL-339 (r. 88/04)

Canada

THE UNIVERSITY OF ALBERTA

AN INTERGENERATIONAL INVESTIGATION OF WOMEN'S CLOTHING PROBLEMS

BY

CATHERINE M. BLACK

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF MASTER OF SCIENCE

IN

CLOTHING AND TEXTILES

FACULTY OF HOME ECONOMICS

EDMONTON, ALBERTA

FALL 1988

Permission has been granted to the National Library of Canada to microfilm this thesis and to lend or sell copies of the film.

The author (copyright owner) has reserved other publication rights, and neither the thesis nor extensive extracts from it may be printed or otherwise reproduced without his/her written permission.

L'autorisation a été accordée à la Bibliothèque nationale du Canada de microfilmer cette thèse et de prêter ou de vendre des exemplaires du film.

L'auteur (titulaire du droit d'auteur) se réserve les autres droits de publication; ni la thèse ni de longs extraits de celle-ci ne doivent être imprimés ou autrement reproduits sans son autorisation écrite.

ISBN 0-315-45764-3

THE UNIVERSITY OF ALBERTA

RELEASE FORM

NAME OF AUTHOR: Catherine M. Black

TITLE OF THESIS: An Intergenerational Investigation of Women's Clothing Problems

DEGREE: Master of Science

YEAR THIS DEGREE GRANTED: 1988

Permission is hereby granted to THE UNIVERSITY OF ALBERTA LIBRARY to reproduce single copies of this thesis and to lend or sell such copies for private, scholarly or scientific research purposes only.

The author reserves other publication rights, and neither the thesis nor extensive extracts from it may be printed or otherwise reproduced without the author's written permission.

(SIGNED) Catherine Black

PERMANENT ADDRESS:

218 Mackenzie Park.
Edmonton, Alta.
T6H 4M5

DATE: Oct. 13, 1988.

THE UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research for acceptance, a thesis entitled AN INTERGENERATIONAL INVESTIGATION OF WOMEN'S CLOTHING PROBLEMS submitted by Catherine M. Black in partial fulfilment of the requirements for the degree of Master of Science in Clothing and Textiles.

.....
Supervisor

.....

.....

Date: 1988.07.20

ABSTRACT

The purpose of this study was to identify clothing related problems experienced by women as well as to investigate if a relationship exists between reported problems and age. One of the main goals has been to determine if older women experience more clothing problems than middle-aged and/or young women. The sample, totaling 90 participants, consisted of 30 women, ages 17 to 34 years; their mothers, ages 35 to 64 years and their maternal grandmothers, 65 to 96 years.

The data were collected by personal interviews, each lasting between forty-five minutes and one hour. The interview schedule was designed to obtain demographic information as well as information concerning clothing problems. The questions pertaining to clothing problems included items on barriers to finding appropriate clothing, clothing acquisition, as well as problems experienced with seventeen specific garment types.

Eighty-two percent of the women reported having problems when purchasing new garments, at least some of the time. A variety of barriers to acquiring appropriate clothing were identified. Of major concern were: limited style selection, price, lack of affordable good quality garment, and inadequate fitting rooms.

The women ranked six factors in order of importance when purchasing new clothing. Three factors, namely colour, comfort and ease of care were found to be of equal importance to each of the three generations. Significant differences were found for fit, style and cost. Mothers and grandmothers ranked fit higher than daughters who ranked garment style as more important.

All seventeen garment types presented problems to some of the women regardless of age, with 62 women reporting problems with six to eleven garment types. Problems reported related to limited style and colour selection, sizing variations, cost, and fitting problems. Nine of the seventeen garment types were reported as being a problem for more than 50% of the participants, and nine garments types were found to be dependent on age ($p<.05$).

The results of this study suggests that perception of clothing problems do not increase with age and thus, do not support popular beliefs that seniors experience more problems with clothing than younger people.

ACKNOWLEDGEMENTS

The author wishes to express sincere thanks to Dr. Anne Kernaleguen, major professor, for her very generous contributions of time, guidance, constant encouragement, and interest throughout the graduate program and in particular this study. To the members of her committee: Dr. Elizabeth Crown, Clothing and Textiles and Ms. Sandy O'Brien, Physical Education and Sports Studies; the author wishes to extend her appreciation for their support and helpful contributions.

The author would like to acknowledge Terry Taerum, for his excellent help in statistical consulting.

To the university women, their mothers, and their grandmothers who participated in this study a special thanks, for without them this study could not have been completed.

The author would also like to express her sincere gratitude to her family for their support, interest and encouragement. In particular she would like to thank her husband, Ben, for helping turn the dream into reality. Finally, the author also wishes to acknowledge her daughter, Christina, for just being there.

TABLE OF CONTENTS

CHAPTER

Page

I. INTRODUCTION 1

Statement of the Problem 4
Purpose of the Study 4
Objectives 5
Hypotheses 5
Assumptions 6
Definitions of Terms 6

II. LITERATURE REVIEW 8

The Aging Process 8
Sociological Implications of Aging 8
Psychological Dimensions of Aging 10
Biological Aspects of Aging 11
Summary 12
Physical Changes of Older Women 13
Introduction to Clothing Problems of Women 17
Clothing Problems of Middle-Aged Women 20
Clothing Problems of Elderly Women 22
Summary 26

III. METHODOLOGY 28

Theoretical Model 28
Selection of the Sample 32
Sample Justification 33
Pilot Study 33
Testing Procedure 34
Limitations of the Study 35
Statistical Treatment of the Data 35

IV. FINDINGS 37

Description of the Sample 37
Limitations to Acquiring Appropriate Clothing . . 42
General Clothing Information 45
Problems Women Experienced with Store Fitting Rooms 48
Important Factors in Purchasing Garments. 50
Problems with Specific Garments 52
Recommendations to the Clothing Industry 64
Summary of Null Hypotheses 68

V. DISCUSSION 71

The Sample 71
The Comfort Model 73
Comparisons with Related Research 79

VI. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS. 88

Summary 88
Conclusions 92
Statement of the Problem. 95
Recommendations 96

BIBLIOGRAPHY. 99

APPENDIX A. INFORMATION QUESTIONNAIRE 105

APPENDIX B. RELEASE FORM. 109

APPENDIX C. INTERVIEW SCHEDULE. 111

APPENDIX D. TABLES FOR SPECIFIC GARMENTS 124

LIST OF TABLES

TABLE	DESCRIPTION	PAGE
1	Age of the Ninety Participants	30
2	Height Range Distribution of Participants in Sample	39
3	Weight Range Distribution of Participants in Sample	40
4	Frequency & Percentages for the Education Levels of the Ninety Women	41
5	Specific Problems Related to Fitting Rooms	49
6	Difference in Ratings of Importance of Garment Properties by Generation	51
7	Measures of Central Tendency for Specific Garment Types	53
8	Number of Garments Reported as Presenting a Problem for Women in the Three Generations	54
9	Frequency of Problems for Specific Garments	55
10	Frequency of Problems for Each Garment as Reported by the Three Generations	57
11	Frequency of Reported Problems for Specific Garments	60
12	Analysis of Variance for Specific Garment Types	74
13	Analysis of Variance for Garment Types	78
D-1	Reported Problems with Shoes and Boots	125
D-2	Reported Problems with Dresses	126
D-3	Reported Problems with Coats	127
D-4	Reported Problems with Swimsuits	128

D-5	Reported Problems with Nylons and Pantyhose	129
D-6	Reported Problems with Belts	130
D-7	Reported Problems with Pants	131
D-8	Reported Problems with Blouses	132
D-9	Reported Problems with Skirts	133
D-10	Reported Problems with Bras and Underwear	134
D-11	Reported Problems with Slips	135
D-12	Reported Problems with Sweaters	136
D-13	Reported Problems with Blazers	137
D-14	Reported Problems with Two-Piece Suits	138
D-15	Reported Problems with Gloves	139
D-16	Reported Problems with Hats	140
D-17	Reported Problems with Sleepwear	141

LIST OF FIGURES

FIGURE	DESCRIPTION	PAGE
1.	Attributes of the triad (person, clothing, environment) influencial in comfort perception and behavioral response	30

CHAPTER I

INTRODUCTION

The population of older people in Canada is growing. Statistics Canada (1986) reported that women over the age of 65 years comprise 12.2% of the female population, and that this will increase to 14.8% by the year 2000 (Daily, 1987). By the year 2000 therefore, it has been predicted that there will be approximately 2,175,300 women over the age of 65 (Statistics Canada, 1985). Older women have many of the same basic needs as they had in their younger years. Clothing is one such basic need. Horn (1981) saw clothing as a "second skin" and as a part of the body image each person projects. Clothing as a "second skin" has been found to be just as important for an elderly person as it is for a young person (Horn, 1981).

Aging is a lifelong process. It is the progressive maturing of physiological capacity or function in an organism (Birren & Schaie, 1985). As a person ages from childhood to old age there are marked changes in physical appearance. Among the physiological changes are changes in height, weight, hair and skin colour, texture, a decrease in the number and sensitivity of nerve cells, stiffening of the arteries and a decrease in the ability of the heart to contract, loss of elasticity of connective tissues and a decrease in lung capacity to expell air and general body

contour takes place (Foner, 1986). This process is experienced by everyone in varying degrees due to an individual's own inherited physical characteristics as well as what is experienced (disease and environment) day by day (Smith, 1982). Today due to exercise, physically active adults experience less body changes due to weight control and muscle tone. With older people, the physiological changes are more visible than with younger people. Tissues age faster as the body's cells are less able to regenerate. For women, the figure transformations seem to be centered around a change in weight (both increase and decrease), a decrease in height, a lowered bust line, and an increase in the waist and hip areas (Blair,1953; Patterson, 1981; Smathers,1974; Smith,1982; and Snyder,1966). These figure transformations start to become fairly visible during middle-age (Phillips,1977). This was also expressed by Hoffman (1970) who stated that "most of the fitting problems of older women stem from changes in body proportions which usually begin in the middle years and tend to become accentuated with time" (p. 293).

Clothing is a basic need for all individuals and it can contribute to life satisfaction. Robert J. Havinghurst (1952), well known for his research in the area of social psychology of later maturity, stated that "adequate clothing is a need common to all people, and that it is a rational defense against aging" (p. 11). It is therefore

important that appropriate clothing be made available to women of all ages. As the body ages, the natural changes which occur often result in clothing problems for most people. The number, types, and the degree to which clothing is perceived as a problem varies with individuals. Smathers and Horridge (1979) stated that "finding clothes that are comfortable and attractive is a serious problem for elderly women" (p. 273). Other research has also documented elderly women's frustration with the clothing market (Bartley,1962; Richards,1981; and Smathers,1974). Blair (1953) studied changes in appearance of women 45 to 65 years of age. She reported many of the same problems as those reported in studies investigating elderly women. Sletten and Petrich (1983) studied clothing problems as perceived by Mexican-American migrant women, ages 14 to 39 years. They found that the age of the respondent appeared to create the greatest effect on types of clothing problems encountered.

It has been suggested by Aristotle that "methods of comparisons", that is observing and contrasting one group with another, one system with the next is the key to understanding natural phenomena. Foner (1986) in her book entitled "Aging and Old Age: New Perspectives" also wrote that "old people represent just one part of the society; thus they must be viewed in the context of all age groupings in the society" (p.ix). Snyder (1966) in her

study entitled "Differences in selection aspects of clothing behavior for college-educated young, mature and elderly women in the Southeast" reported that research and literature concerning the clothing practices of all ages of women is relatively meager and that studies showing comparisons of different age groups and stages in the life cycle including the elderly remains a relatively unexplored field. Today comparisons between age groups have still not been made, to investigate if the number of perceived clothing problems increase as women age. To date the only research known to the author that has investigated the relationship between clothing problems and the aging process is the study by Snyder (1966). While clothing problems seem to be prevalent for both aging males and females, this study addressed only problems concerning females.

Statement of the Problem

What are the clothing problems experienced by women of various ages and is generation (age) or intrafamilial grouping the better predictor of the type and number of clothing problems?

Purpose of the Study

The purpose of this exploratory study was to identify clothing problems of women; as well to investigate if a relationship exists between the reported problems and age. The goal of this study was to determine if women over sixty-five years of age perceive or experience more clothing problems than women in the other two age groups, those being middle-age, and young women.

It is hoped that the results of this research will be of value to clothing designers, manufacturers, retailers and consumers. The results should also serve as a basis for determining further areas of research that could be investigated in order to add to an understanding of the aging process and its relationship to female clothing problems.

Objectives

The objectives are:

1. To identify the clothing problems of women from three generations.
2. To determine if the total number of garment types rendering problems vary among the generations.
3. To determine if the garment type reported as a problem varies with generation.

4. To determine if the number of clothing problems per specific garment type vary with generation.
5. To determine if the number and type of clothing problems differ for women within and among the intrafamilial clusters.

Hypotheses

The following hypotheses were developed for the purpose of solving the question proposed by this study. They are stated in the null form for statistical purposes.

1. The number of garment types presenting problems is independent of generation.
2. The type of garment giving clothing problems is independent of generation.
3. The type of garment giving clothing problems is independent of intrafamilial grouping.
4. The number of clothing problems for a specific garment type is independent of generation.
5. There is no significant difference in the number of garment types which present problems among women within their intrafamilial cluster.
6. There is no significant difference in the number of garment types presenting problems among women in different intrafamilial clusters.

Assumptions

This study was conducted based on the following basic assumptions:

1. That the respondents were able to understand the questions asked during the interview.
2. That each respondent answered the questions conscientiously.
3. That the respondents were able to perceive clothing problems and are willing to verbalize them.
4. That the respondents were able to identify their specific clothing problems and were willing to verbalize them.

Definition of Terms

Age - The chronological age of an individual measured in years lived.

Aging - All the regular changes that take place in biologically mature individuals as they advance through the life cycle (Harris & Cole,1980).

Young Women - Women who are at least 17 years of age but less than 35 years of age.

Middle-aged Women - Women who are at least 35 years of age but less than 65 years of age.

Older Women - Women who are 65 years of age or over.

Intrafamilial Cluster - A biologically related group of individuals consisting of a daughter, mother, and maternal-grandmother.

Age Cohort - A set of people born at approximately the same period of time.

Clothing Problems - A source of concern relating to any specific garment type.

Specific Garment Type - A distinct article of clothing; for example coat, dress, or hat.

Type of Problem - An area of the body that is a problem or a problem with specific kind of garment.

CHAPTER II

LITERATURE REVIEW

The review of literature will include relevant material concerned with sociological, psychological, and biological changes related to the aging process; as well as physical changes and clothing problems of women of various ages.

The Aging Process

Various definitions of the term "aging" indicate that it does not have the same meaning for everyone. This is because aging is a complex phenomenon that results from a series of processes occurring simultaneously. Physical aging begins at conception and ceases only at death. Many contributing components affect people in different ways, at different times, and to a different degree. Aging includes biological, psychological, and sociological factors, as well as their interactions over the life course. Birren and Schaie (1985) have offered a general definition of aging for behavioral sciences which is that "aging refers to the regular changes that occur over the adult life span in mature genetically representative organisms living under representative environmental conditions (p.5). Each of these three main factors will now be looked at in depth.

Sociological Implications of Aging

Social age refers to the roles and social habits of an individual with respect to other members of a society (Birren, 1964). Among the most profound changes individuals experience as they grow up and grow older are transformations in their social roles and their position in society (Foner, 1986). As people give up some roles and assume others, their access to the social goods of the society change (Foner, 1986). It is influenced by the society in which people live. There is an accumulated effect of social class upon the way in which humans age. It also plays an important part in how people relate to one another across the whole range of everyday experiences.

Interpersonal relationships also influence the way in which individuals evolve over the life cycle. Interpersonal relationships of the family are particularly significant in influencing what choices are made at critical points in the life cycle (Birren, 1964). The models of interpersonal relationships that have become part of the individual's personal standards will affect relationships with other individuals. Just as the family influences choices during the life span, different cultural emphases also influence an individual's behaviour at certain times.

Past experience determines responsiveness to new elements over the life span, and it influences moods,

feelings of life satisfaction, and the undertaking of new directions in activities. The organization of life-long behaviour patterns determines the way individuals adapt to the characteristic problems that face them over the life span. Over time, a style of adaptation develops that is characteristic of the individual. Young and old adults, upper and lower class persons, all live in different contemporary streams of information that influence their perception of the physical and social world, and their willingness to seek information and initiate action.

Psychological Dimensions of Aging

Psychological age refers to the behavioral capacities of individuals to adapt to changing environmental demands (Birren & Schaie, 1885,p.8). There are two major aspects of psychological aging namely; changes in cognitive abilities and changes in personality (Foner, 1986). As the individual develops through the years, there is both continuity and change in one's personality. Birren & Schaie (1985), in discussing the dynamics of the life cycle stated that as an individual grows older, a characteristic pattern of behaviour and appearance becomes increasingly apparent. The dynamic transformation of the individual from childhood through adulthood involves a mixture of stability and change, persistence and adaptation, and emergence of new features are seen in the wide range of

human characteristics. There are certain behaviours, attitudes, and desires typically experienced by people at certain periods of their lives. Man is both the result of and a determiner of his environment.

The environmental conditions lead to a gradual transition of the individual over the life span, and the emergence of new patterns of behaviour which represent adaptations to past history as well as to present physical and social circumstances (Bromley, 1974). The psychological capacities of the individual are continually involved in adapting. The individual is a complex system moving forward in time to further differentiation. Psychological age is related both to chronological age and also to biological age, but it is more than the combination of them.

Biological Aspects of Aging

The biological age of an individual can be defined as an estimate of the individuals present position with respect to his potential life span (Birren & Schaie, 1986). There are certain measurable biological changes that occur to the body as one ages. These changes begin to occur in people at different chronological ages and progress at different rates. Due to the gradual process of aging those changes most easily recognized are the changes in physical appearance. It is impossible to determine with any

accuracy, an average chronological development of features.

Explanation of aging from the viewpoint of molecular biology hinges upon the fact that the nervous system is organized to a significant extent as a result of interaction with the environment (Finch & Schneider, 1985). Scientists have established that there are certain measurable biological changes that occur to the body as one ages. These changes as stated in "Problems of Aging" by Loether (1967) include:

1. A gradual loss of elastic properties of connective tissues.
2. A disappearance of cellular elements in the nervous system.
3. A reduction of the number of normally functioning cells.
4. An increased amount of fat.
5. A decrease in oxygen utilization.
6. A decrease in the amount of blood pumped, by the heart, under resting conditions.
7. A lesser amount of air expired by the lungs than in a younger organism.
8. A decrease in muscular strength.

Whether all such changes are inherent and inevitable aspects of biological aging is open to question (Foner, 1986). Chemically and cellularly we are high turnover systems, although both stability and change mark our biological organization just as they do our psychological

and social organization. These biological changes begin to occur in people at different chronological ages and progress at different rates. Some persons manifest some of these biological changes while still in their twenties; others do not begin to manifest them until much later.

Summary

Human development refers to a series of changes that an individual characteristically shows throughout the life cycle which may be influenced by interaction of the physiological changes with social and environmental factors. An individual may therefore be viewed as having three ages in agreement with the three processes of aging.

1. Biological - defined by the years of remaining life or the potential length of life that has been "used up".
2. Psychological - defined by the level of adaptive capacities of individuals as observed by their behaviour.
3. Social - defined by the distinct social roles an individual leads in society.

These ages are mutually dependent upon one another, yet individuals may vary somewhat in their relative age between each of them. Aging may be regarded as beginning when the forces of growth bring the organism to a relative equalibrium. The mechanisms of aging are said to lead to

irreversible changes with the passage of time. The term "aging" is closely related to chronological age but not identical to it. Age is a useful and powerful index in classifying large amounts of information; but "aging" is used in a broader sense (Birren, 1964). There is no "typical" experience of old age, no "typical" older person. There is no time in life that a person stops being himself or herself and suddenly turns into an "old person".

Physical Changes of Older Women

It is known that as a woman ages, she usually experiences figure changes. Research has reported figure changes for both the middle-aged woman and the elderly woman (Blair, 1953; Laiche, 1982; Moore, 1982; Richards, 1981; & Snyder, 1966). Two of the most visible changes a woman may experience are the hair turning white and the skin becoming wrinkled, but there are numerous other less visible changes. Moore (1982) investigated the factors of body change after age 35 relative to weight loss, weight gain or change in the body proportion. Results showed that 22.1% of the participants had experienced weight loss, while 45.9% had gained weight and 33.8% had changed in their body proportions. The increase in weight tends to be concentrated in the fatty tissues of the trunk and upper arms rather than distributed equally throughout the body. These gains are more rapid before the age of forty than

later in life. Smathers and Horridge (1979) stated that "one of the earliest signs of aging is indicated by increases in various girth measurements, particularly the abdomen and the waist" (p. 275).

Body composition also changes during aging. While weight usually increases during the process of aging, height begins to decrease in early adulthood and continues to decline throughout the life span. This decrease varies from one individual to another but is thought to be caused by the flattening of the vertebral cartilages, muscle atrophy and lowering of the greater trochanter of the femur. Bone loss is a general phenomenon, usually beginning by the fifth decade in women (Masoro, 1976). During the aging process the shoulders also become narrower due to a decrease in the size of the smaller bones caused by osteoporosis. Also, the fibres of the muscle atrophy and are increasingly replaced by connective tissue resulting in stiffening of the joints and a tendency to become easily fatigued. The changes affect not only posture but also mobility of the older woman, as it causes her to walk with a slower gait.

Tate and Glisson (1961) mentioned that in middle-aged women the body fat starts to migrate downward, resulting in the waistline, abdomen, and hips to thicken and the legs to become thinner. Muscles sag, the breasts become elongated, and there is withdrawal of fat from the arms and legs as

well as from other parts of the body. Deposits of fat around the waist and hips give a more rounded appearance to the body contours and tend to make the body proportions seem shorter and thicker (Cronk, Chumlea, & Kent, 1982). In their book "Family Clothing" (1961) they reported on a study of fifty older women of whom 72% had an enlarged waistline which frequently caused difficulty when purchasing clothes. They have also stated that "one of the most noticeable changes as one grows older is that the body grows shorter".

The physical changes of middle-aged women, age 45 to 65, and how they differ from younger women were reported by Blair (1953). She found that "thickened waist" was checked off most often with 65.5% of the sample reporting it. This is the most common and earliest change reported by older women. She also found that of the 361 women in her study over half weighed an average of 19 to 20 pounds over their ideal weight for their height and bone structure. Other body changes noticed by her sample were: sagging bust, heavier upper arms, rounding shoulders, double chin, legs less shapely and dowagers hump.

Hoffman (1979), in her book "Clothing for the handicapped, the aged and people with other special needs" stated that typically, the face thins out, the abdomen and hips expand, the legs get thinner and the waistline almost disappears. There are those elderly women who lose weight

and get noticeably thinner, but obesity is a much greater problem. Laiche (1982) in "Clothing: Fitting problems and preferences of women 65 years of age and older" reported that elderly women noticed changes in their body. The most noticed changes were an increase in the waistline (81%), and an increase in the hip area (55%). The third, most noticeable change was a change in the position of the bustline, this was experienced by more than 50% of the women.

Physiological changes with advancing years tend to make the older person more susceptible to temperature changes than younger people. This can make fabric selection important due to a decrease in glandular secretions, the skin can become thin, dry and inelastic; rough textures and heavy fabrics may irratate this drying skin. The skin at the neck, which shows laxness in the fifties, slackens increasingly with advancing age. Age changes such as a decrease visual and auditory acuity sould be expected as seen by the increased number of glasses and hearing aids in the older population. These physical changes may affect clothing requirements of some women.

Introduction to Clothing Problems of Women

Finding clothes that fit is a problem encountered by many women whose bodies do not conform to sizes found in ready-to-wear garments. It has been reported that a

woman's figure changes as she grows older(Blair,1953; Snyder,1966; & Yu,1975). The extent of the change, however, differs from one woman to another, and generally these changes become most conspicuous among women of the middle age group. Age affects not only the relationship existing among the gross dimensions of the body but also the relationship existing among the body parts.

Very little research has been done using young women, with the exception of women with limited abilities. Sletten and Petrich (1983) studied clothing problems perceived by migrant women between the ages of 14 and 39 years. Of the five demographic characteristics investigated, the age of the respondent appeared to create the greatest effect on types of clothing problems encountered.

Freedle (1968) studied 151 college undergraduates to investigate their clothing selection and buying practises as related to clothing interest and social participation. Her results indicated that fit, style, price, colour, and quality were the most important factors in selecting outerwear for her group of students. High interest in clothing related to more money spent on clothing, and low interest in clothing related to a small clothing budget.

Differences between a group of fifty college women and their mothers on selected aspects of clothing selection and usage was investigated by Francis (1972). Questionnaires including sketches of garments were completed in personal

interviews with subjects. Results indicated significant differences between mothers and daughters in clothing usage for the types of garments they wear or would like the other to wear, and the extent of dressing similar to the majority at selected events. Significant differences between mothers and daughters were also indicated for selected buying practises and interest in fashion.

Snyder (1966) conducted a study of 775 women in three age groups. The selected age ranges were 26-35, 46-55, and 66-75. This study is important and unique because it investigated clothing practises, preferences, and problems of women of different stages of the life cycle. It included clothing problems related to availability of suitable ready-to-wear dresses, figure problems, and the adequacy of time and money for an attractive appearance. A list of possible problems in choosing new garments provided 1136 responses from 775 women. Significant differences among the three age groups concerned with the need for additional clothing money, and attitudes regarding appropriateness of sleeveless dresses. Young women firmly believed the use of sleeveless dresses should be confined to women under 35 years of age, but older women and widows strongly disagreed with this idea.

Snyder (1966) also found that dress size changed with age, as only 6% of young women wore size 18 or larger whereas 31% of older women, an indication that dress size

increases with age. Such results were comparable to those in Blair's study (1953), which reported that women gain weight after reaching middle-age.

Sixty-nine percent of the total sample in the Snyder (1966) study said they were not satisfied with the choices currently available in ready-to-wear. She found that women with only "mild" interest in clothing were less discriminating and therefore, more pleased with their purchases. The women in the study felt they had an increasing lack of choices as their ages increased, as only 3% of young women, but 21% of elderly women had stated they had a lack of choices. A similar relationship was found between age and the difficulty created due to a lack of choice in size ranges, which was also in direct relationship with age. Differences by age were noticed in the response to both age and size choices offered by the retailers.

Age was not found to be a significant factor with figure irregularities causing difficulty when buying ready-to-wear garments in Snyder's (1966) study. More than fifty percent of the sample indicated that they had fitting difficulties. No significance was established in relation to age, this may by interpreted to mean that women of all ages have figure difficulties in similar degrees and that even though older women need larger sizes, a reasonably good fit is equally available to all age groups. This is

the reverse to another finding "for alterations needed for the last dress purchased" which showed that 76% of elderly women, 70% for middle-aged women and only 59% of young women required alterations.

Snyder (1966) did find that certain problems seem to be more closely related to age than others. Height, arm problems, and body imbalance showed only negligible difference by age groups. Problems related to shoulder with torso length and waist length revealed an association with age in that stature was greater for the young, than other women. Young women had the least difficulty of the three groups with waistline and bustline being too large.

Clothing Problems of Middle-Aged Women

The middle-aged women were often found to experience frustration in their clothing selection, because suitable clothing for them is either unavailable or difficult to find. Women in this age group are often reluctant to admit that they have a figure problem and this can cause difficulty in fitting garments.

Not only do middle-aged women have clothing problems which are common to all ages, but they have special problems which are age related. Blair (1953) reported that certain problems related to dress seem to be causing women from 45 to 65 years of age a great deal of annoyance and even distress. Many of the problems are concerned with the

selection and use of ready-to-wear clothes of satisfactory fit, colour, texture and design and with the use of commercial patterns (Blair, 1953). The measurements in ready-to-wear garments and commercial patterns are made based on the body contour and proportions of young women. Garment designs for older stout women were reported to be uninteresting, ill-fitting, or have monotonous lines. Designs created for the young figure and young personality may not be entirely suited to the mature woman who is short and slight.

Smathers (1974), who studied the effects of physical bodily changes caused by the natural aging process on clothing preferences of elderly women, also found that the hip area was too tight (31%), as well the bust and waist areas were also reported to be too tight (23%). The back shoulder width was most frequently reported as being too loose.

In 1975, Yu conducted a study on the design of clothing as a means of solving figure problems for women of 40 to 65 years of age. By using the elements and principles of design with emphasis on line and proportions Yu illustrated solutions to problems of fit, due to physical changes in the body of the middle-aged woman. She outlined in graphic detail the solutions to specific fitting problems and proposed that the findings in the study could be used profitably by clothing designers in the

ready-to-wear industry as well as by persons interested in constructing their personal wardrobes. This was a developmental study and the garment designs were not tested in any way to get the reaction of middle-age women.

Moore (1982) investigated the purchasing problems of women between the ages 35 to 60 relative to the frequency that they found personal clothes easily available. The participants reported that many garments often or sometimes presented difficulty when being purchased. The following garments presented the highest percentage of problems: dresses (69.8%), suits (64%), pants (58.9%), skirts (53.2%) and jackets (51.9%). The women who wore the larger sizes and the smaller sizes had more difficulty finding clothes to fit than did the average size woman. Fit as a problem was positively correlated with age, which means that as age increased fitting problems also increased (Moore, 1982).

Clothing Problems of Elderly Women

Horn (1981) saw clothing as a "second skin" and a part of the body image each person projects. Clothing as a "second skin" is just as important for a elderly person as it is for a young person. Research has documented the elderly women's frustration and dissatisfaction with the clothing market (Bartley,1962; Bratcher,1975; Perry,1985; Richards,1981; and Smathers,1974). The ready-to-wear market is "youth-oriented" and a majority of the apparel is

designed for youthful figures. The sizing is also for the younger figure, and most ready-to-wear clothing does not fit or conform to the changes in the figure of older women. The proportion of the measurements used for ready-to-wear garments and commercial patterns are based on body contours and proportions of younger women (Hoffman, 1979). The major objective of Hogge and Baer (1986) in their study "Elderly Women's Clothing Acquisition, Fit and Alterations of Ready-to-Wear Garments" was to determine the clothing need of elderly women. The majority of the 150 participants, ages 30 to 64 years, 65 to 74, and 75 and over did not report any fitting problems. Ninety-three percent of the women over 75 years of age did not report any problems, as well 53.3% of the women, ages 30 to 64 years reported no complaints. A variety of fitting problems in ready-to-wear were identified including the shoulder area, bust area, waistline, sleeve length, and skirt length. With the exception of skirt length however, fitting problems decreased with increasing age. Even though the majority of the participants did not realize any fitting problems, Hogge and Baer (1986) reported that they placed 'fit' first on a list of priorities when purchasing garments.

Some older women maintain their normal body weight throughout life and thus have a minimum of fitting problems in the selection of new clothing. Some older women become

thin with age, especially after seventy-five years of age, but the typical problem is that of added weight. Hoffman (1979) in her book "Daily Needs and Interests of Older People" stated that older people's problems fall mainly into three categories. They consist of a) the economic problems (or the ability to pay) b) the suitability in terms of design, colour and fabric and c) the fitting standards. She also stated that "perhaps the main reason why good fit is so important is because it is so difficult to achieve" (Hoffman, 1979, p.293). These three major catagories of problems reported by Hoffman were all supported by the study done by Perry (1985). Firstly, Perry reported that 100% of her sample, 81 women, felt that the prices charged for clothing are too high and that they were dissatisfied with clothing they could purchase. Secondly, a major complaing was that the styles seem unbecoming for the mature women's figure and lastly, numerous fitting problems were reported by the women in the women in the study. In general, the women indicated that they want clothing styles that fit, in a variety of colours, and which are less expensive to suit their budgets.

The primary problems that the majority of elderly women encounter are proper fit and availability of suitable clothing (Laiche, 1982; & Phillips, 1977). Fifty-six percent of the women in Laiche's study experienced some

difficulty in selecting clothing that fits. Laiche (1982) reported that 68% of the women in her study found a need for alterations. The majority of the respondents indicated they had a need for alterations at the hemline. Ninety-one percent of the women in Perry's (1985) study reported that the clothes they purchase did not fit properly and 81.5% stated that they usually altered purchased clothing in order for it to fit. The waistline was reported as a problem in fit, as it is not comfortable on the natural waistline; 86.4% of the women tended to agree, or agreed with this. Phillips (1977) also found that the range of colours becoming for older women are limited. Women also expressed dissatisfaction with the colour of ready-to-wear garments in the study by Perry (1985). The women in that study found it harder to get becoming colours as they got older.

Smather's (1974) results indicated that clothing worn by the women in her sample did not allow for increased trunk girth and decreased height common to later years. Clothing was found to be tightest in the hip area as compared to other areas of the body. These findings are similar to those by Bratcher's (1975) study with regard to physical changes and resultant problems with clothing.

In contrast to other studies, Smith (1982) found that women 55 years of age and over, did not experience increased numbers of visible body changes as they aged.

Smith reported that 41% of her sample reported the change in weight to be loss, rather than gaining weight. This is in contrast to other studies (Blair, 1953; Laiche, 1982; & Richards, 1982). She also found no relationship between age and increase in clothing fit problems. Women may or may not have perceived an increase in fitting problems, this may have been due to fitting problems they experienced prior to age 55 (Smith, 1982).

At the Texas governor's conference on aging (1979) it was reported that women were coping with their problems rather than actually solving them. It was also reported that little has been done to help elderly women adjust to physical, economical and social/psychological problems with their clothing. It matters intensely to older persons that they continue to maintain dress standards to which they are accustomed. This is why finding suitable clothing can be such a problem for older women. It is also why the elderly shopper's greatest complaint is that she is unable to find stylish dresses that fit.

Summary

Clothing is one element in everyday living many people take for granted. It is often only noticed by the wearer when one is forced to wear unsuitable clothing which can hinder movement, produce discomfort and make the wearer feel unattractive, and thus influence the wearer's self-

image and morale.

Clothing problems have been identified for women of all ages. Snyder (1966) and Smith (1982) reported that figure difficulties which showed definite differences as to age included: shoulders, waist length, waistline circumference and hipline. As people enter middle age, their body proportions sometimes begin to change. Gradually, their face thins, their abdomen and hips expand, their legs get thinner, and their waistline almost disappears. These changes become more accentuated with time, until the older person can often no longer wear standard size, ready-to-wear clothing sized for young figures. Older women often have a problem finding appropriate clothing that fits them well (Blair, 1953; Laiche, 1982; Perry, 1985 & Richards, 1982). Respondents from various studies have generally indicated a dissatisfaction with style, fit, colour, cost, acquisition and care of ready-to-wear clothing.

Many writers and researchers have suggested a relationship between clothing dissatisfaction and age. Therefore, if it can be demonstrated that there is or is not a link between clothing problems and aging, such information could be of use to gerontologists and others working with women at various stages during the life cyle. Thus, this research investigated the existence of such a relationship.

CHAPTER III

METHODS

The clothing problems of three age groups of adult women were analyzed in this exploratory study. This chapter explains the theoretical framework, the selection of the sample, development of the instrument, its pretest and administration, and the treatment of the data.

Theoretical Model

The theoretical model used as the foundation for this research is a modified version of the model presented in the report entitled "Insulative Clothing for Older Women Functioning at Reduced Household Temperatures" by Maher and Sontag (1986) (Figure 1). The original model from this article will be referred to as the Comfort Model. Human comfort is conceived as a mental state of well-being, when an equilibrium exists between a person and the environment. Based on the human ecological model approach to the quality of life, Bubolz, Eicher, and Sontag (1979) proposed three conceptually distinct but interrelated environments: (1) the natural environment, (2) the human construct environment, and (3) the human behavioral environment (figure 1). The relationship between an individual, her environment and their interaction is called the ecosystem.

The Comfort Model "highlights clothing and its

attributes as a proximal constructed environment that serves as an interface between the self and the other environments" (Maher & Sontag, 1986, p. 3). In any situation, a person perceives either consciously or unconsciously attributes of the environment, compares the perception with one's own attributes and responds voluntarily or involuntarily to bring about a state of comfort and to reduce discomfort.

Total comfort is influenced by several variables within three dimensions: (1) physical comfort, (2) psychological comfort, and (3) social comfort. Physical comfort with respect to clothing can be an expression of satisfaction with the physical attributes of a garment such as heat transfer properties, mechanical properties, construction and fit. Psychological comfort with respect to clothing can be derived when satisfied with the desired affective states or from a sense of being dressed in a manner congruent with one's self-concept. Social comfort with respect to clothing can be a feeling of well-being when one's clothing is appropriate to the occasion of the wear, satisfaction with an impression made on others or with the degree of desired conformity of dress to that of one's peers (Sontag, 1985).

Clothing is considered part of the near constructed environment. It is most intimate to human beings

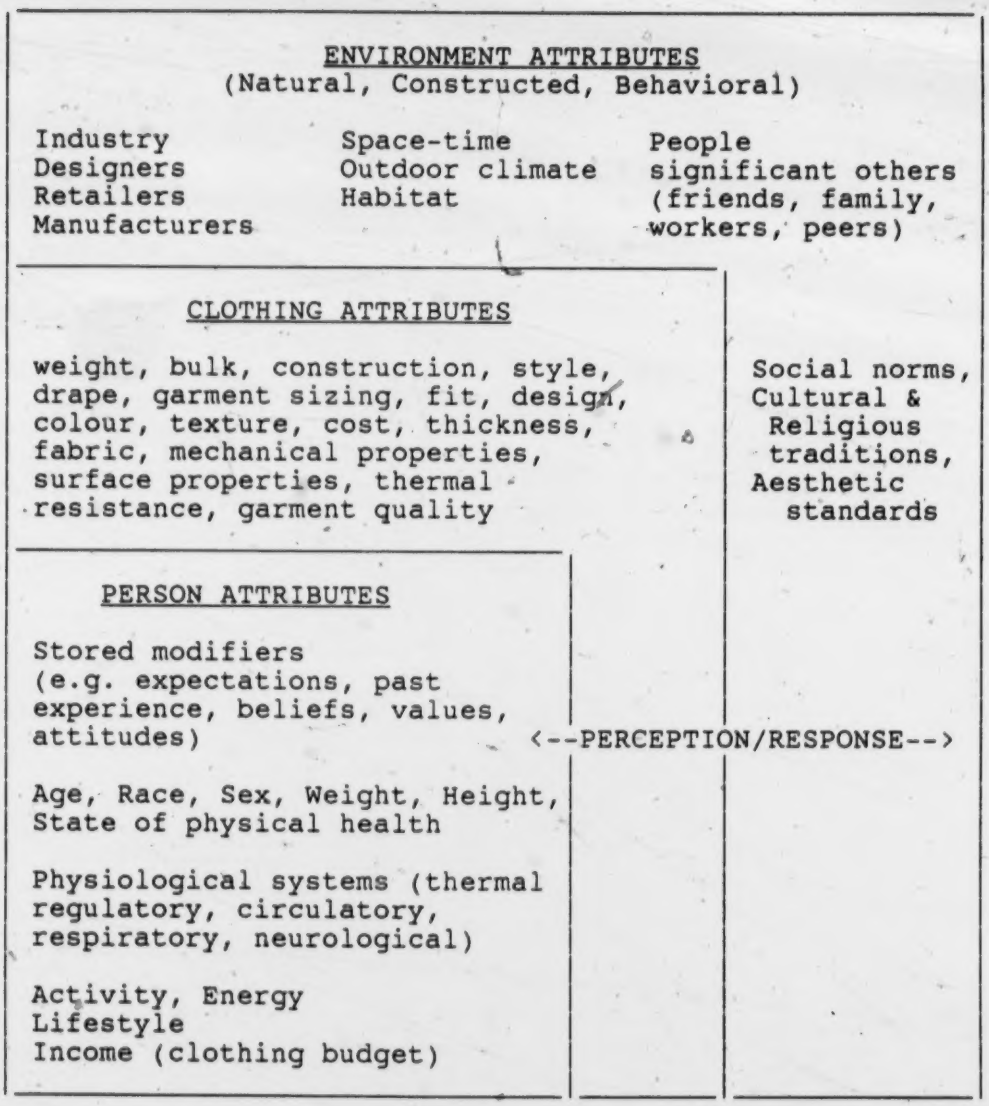

Figure 1. Attributes of the triad (person, clothing, environment) influential in comfort perception and behavioral response. (Adapted from Sontag, 1985)

physically, psychologically, and socially. Clothing problems can be influenced by any number of factors within the total environment. Clothing problems like comfort can therefore be viewed as a value state that exists between the individual and the environment. Clothing problems are encountered when the three attributes interact in such a manner that discomfort or distress can not be reduced. Such would be the case for example, when a woman of a certain size or shape (person attributes) can not purchase a pair of pants with the desired fit (clothing attributes) because manufacturers (environment attributes) do not produce them.

The comfort model has been expanded for the current study to include potential areas of clothing problems not addressed when looking solely at thermal comfort. For example, two possible clothing problems not included in the comfort model, colour and fit have now been added to clothing attributes.

This adapted model offers a comprehensive framework for analyzing clothing problems perceived by individuals within the total environment. People are dependent creatures rather than independent and therefore, clothing problems can be created both from sources within the individuals or from sources outside the individuals. It is important that the total environment with which women in the study may interact be included. It is important to

note that all interactions and attributes presented in the model could not be measured during an interview situation.

Interaction is defined as a relationship of reciprocal influence between components of this system, those being the person attributes, clothing attributes and the environment. Interaction in a ecosystem occurs when any part of an ecosystem influences or acts on any other part and is influenced or acted upon in return. To eliminate one part of the environment may eliminate potentially important clothing problems, therefore a holistic, all inclusive, ecosystemic approach has been used. Clothing problems do occur in our society due to the limited resources available for its production.

Selection of the Sample

The sample consisted of 90 women, 30 daughters, their mothers, and their maternal grandmothers. To obtain the sample, the daughter group was asked to fill out a questionnaire (Appendix A) and then they were telephoned to obtain the information needed to contact the mothers and the grandmothers.

The daughters were contacted in Home Economics classes at the University of Alberta. Choosing the thirty participants in the daughter group from university students may mean that the sample could value education more than if

a random population were selected. Clothing and textiles students may also be more aware of their clothing problems than would a random sample. Selection of the daughters determined the remaining participants in the study. Due to time and financial limitations the sample was limited to those persons residing in Alberta.

Sample Justification

A limited number of studies have been done using three generations of the same family as subjects (Kalish & Johnson, 1972; Cohler & Grunebaum, 1981). The studies have investigated social and psychological issues such as attitudes. No research known to the author has investigated clothing problems due to physical similarities and differences among and within the generations.

Studies (Kalish & Johnson, 1972; Cohler & Grunebaum, 1981) have reported that there is as much difference between the parent and grandparent generations as there is between the parent and child generations. These studies have also found that there can be as much difference between members of the same generation as between members of different generations of the same family. One objective of this study is to investigate women within the same family in order to determine if there is any genetic predisposition towards certain types of clothing problems.

Pilot Study

A pilot study was conducted to make preliminary preparations so the data could be collected efficiently and effectively. To test the interview schedule six women (two young, two middle-aged, and two seniors) in Edmonton were interviewed. Based upon the participants ability to understand the questions and the information collected the interview schedule was reviewed, and any necessary revisions were made. Modifications in the interview schedule consisted of simplifying the questions relating to fabric selection and some minor rewording.

Testing Procedure

Personal interviews were conducted by the author to collect the data. A copy of the interview schedule appears in Appendix B. The women were interviewed individually at a convenient time and meeting place; between October 1987 and February 1988. The reason for choosing interviews is that they allow for flexibility and adaptability in each individual situation. Also, due to the exploratory nature of this study it is important that all three groups be equally represented. Miller (1977) stated that personal interviews usually yield a high percentage of return. By using personal interviews the generational groups should be keep the equal in size. It has also been found that when

using other methods of data collection, the elderly are underrepresented (Miller,1977).

The interview schedule was designed to obtain demographic information as well as information concerning clothing problems experienced (or perceived) by women. It was set up in a manner that looked at "limitations to obtaining desired clothing". First, if a person is sitting at home, what would limit her to getting to the store; for example transportation. Secondly, at the store, what could be barriers to finding appropriate clothing; things like fitting rooms, and sales help. Lastly, the clothing itself was investigated to see if it presented problems for women.

Limitations of the Study

Certain limitations pertaining to this study should be brought to the reader's attention:

1. The sample was chosen nonrandomly.
2. Generalizations cannot be made beyond the selected population as defined by the sample.
3. The direct nature of the interview may have elicited responses which are not truly representative of feelings because of the desire to provide socially acceptable information.

4. The study was limited by the interviewer's ability.

5. The subjects may not have been aware of the changes in their bodies due to the gradual nature of age change and/or not wanting to accept reality.

6. Fitting problems may be difficult for an individual to perceive as every woman will define proper fit by her own standards, rather than by a clothing teacher's standard of "what is good fit" (Smith,1982).

7. Analysis of the comfort model was limited due to the use of personal interviews.

Statistical Treatment of the Data

The data was subjected to frequency counts and percentage distributions for descriptive purposes. The main purpose of the frequency distribution was to define and describe the population and its problems. Inferential statistics, namely Pearson product-moment correlations, Analyse of variance specifically using Univariate F-ratio, Hierarchical F-ratio, Satterthwaith F-ratio and multiple comparisons were used to compute relationships or differences that exist among the generations. F-ratios were selected to satisfy analysis of the sample, specifically the degrees of freedom. Statistical Packages for the

Social Sciences (SPSSx) was the statistical package used to process the data.

CHAPTER IV

FINDINGS

This chapter will present the descriptive and statistical analysis of the data collected through the administration of the interview schedule (Appendix D). The order of presentation will be, first, the description of the sample; then general findings related to clothing problems; limitations to acquiring appropriate clothing; problems related to specific garments; and the null hypotheses. An probability alpha of .05 was set as the level of significance for all statistical tests.

Description of the Sample

The sample consisted of 30 daughters, their mothers and their maternal grandmothers, for a total of 90 participants. For the purpose of this study an adult female was defined as a woman 17 years of age or older. To obtain data which would be useful when making comparisons with other research findings, the ages of the respondents were recorded in 10 year increments, from under 25 years to 85 years or older. Of the total sample, 28.9% were under the age of 25, 4.4% were within the ages 25-34 years, 12.2% were 35-44, 16.7% were 45-54, 4.4% were 55-64, 17.8% were 65-74, 10% were 75-84, and 5.6% were 85 years or older. The three generations formed three distinct age groups,

TABLE 1

AGE OF THE PARTICIPANTS (N=90)

GENERATION	AGE IN YEARS	FREQUENCY	PERCENTAGE
DAUGHTER			
	UNDER 25	26	28.9
	25 - 34	4	4.4
TOTAL		30	33.3
MOTHER			
	35 - 44	11	12.2
	45 - 54	15	16.7
	55 - 64	4	4.4
TOTAL		30	33.3
GRANDMOTHER			
	65 - 74	16	17.8
	75 - 84	9	10.0
	85 & OVER	5	5.6
TOTAL		30	33.4
TOTAL		N=90	100.0

with all the daughters being under 35 years of age, the mothers ranging in age from 35 to 64 years, and the grandmothers being all over 64 years of age. No overlap was found between the three generations (Table 1).

Table 2 indicates the height range distribution of the participants in the sample as reported by the women in the study. Seventy-nine percent of the women were found to range from short-average to average-tall, with 41.1% average and an equal distribution between short-average and average-tall of seventeen women (18.9%) in each group. A weak but significant relationship was found to exist

TABLE 2

HEIGHT RANGE DISTRIBUTION OF PARTICIPANTS (N=90)

HEIGHT	RANGE	FREQUENCY D	M	G	T	%
SHORT	< 5'2"	2	1	11	14	15.6 %
SHORT-AVERAGE	5'2" to < 5'4"	4	3	10	17	18.9 %
AVERAGE	5'4" to < 5'6"	17	12	8	37	41.1 %
AVERAGE-TALL	5'6" to < 5'9"	5	11	1	17	18.9 %
TALL	> 5'9"	2	3	0	5	5.6 %
TOTAL		30	30	30	90	100 %

Note. Total percentages may not equal 100 due to rounding.

between the variables, age and height (r=-.43, p=.000). This relationship indicates that younger women tended to be taller than the older women. Table 3 indicates that over 50% of the sample reported being of average weight, and another 34.4% reported that they were average-heavy or heavy in weight. No significant correlation was found to exist between age and weight.

Seventy-six (84.4%) of the women were found to be in good or excellent health; namely 27 daughters, 29 mothers, and 20 grandmothers. Twelve women (13.3%) reported a fair

TABLE 3

WEIGHT RANGE DISTRIBUTION OF PARTICIPANTS (N=90)

WEIGHT	FREQUENCY D	M	G	T	%
LIGHT	0	0	1	1	1.1 %
LIGHT-AVERAGE	5	1	1	7	7.8 %
AVERAGE	18	14	19	51	56.7 %
AVERAGE-HEAVY	5	9	4	18	20.0 %
HEAVY	2	6	5	13	14.4 %
TOTAL	30	30	30	90	100 %

status of health; namely three daughters, one mother, and eight grandmothers and only two (2.2%) of the grandmothers reported being in poor health.

Approximately 40% the respondents in the study indicated having attended university. Those who had completed high school accounted for 21.1% of the respondents while 20% had achieved less than a high school education (Table 4).

Table 4

FREQUENCY AND PERCENTAGES FOR THE EDUCATIONAL LEVELS (N=90)

LEVEL OF EDUCATION	FREQUENCY D	M	G	T	%
ELEMENTARY	0	0	6	6	6.7
JUNIOR HIGH SCHOOL	2	1	9	12	13.3
HIGH SCHOOL	3	8	8	19	21.1
COLLEGE	0	3	1	4	4.4
UNIVERSITY (NO DEGREE)	24	2	0	26	28.9
UNIVERSITY UNDERGRADUATE	1	5	1	7	7.8
GRADUATE SCHOOL	0	3	1	4	4.4
OTHER	0	8	4	12	13.3
TOTAL	30	30	30	90	100%

More than 90% of the respondents were either married (47.8%), widowed (22.2%) or single and had never been married (26.7%). The three remaining respondents (3.3%) were either divorced (2) or separated (1).

Seventy-five (83.3%) of the respondents reported having a medium standard of living; 11.1% a high; and 5.6% a low standard of living.

Limitations to Acquiring Appropriate Clothing

A number of problems were identified by the women in the study when trying to obtain desirable clothing. Money (limited clothing allowance) was seen as a problem in preventing 66.6% of the women from obtaining desired clothing at least sometimes. It was only rarely or never a problem for 33.3% of the women. An interesting note is that twenty of the thirty grandmothers felt money was rarely or never a problem for them, with seventeen of the thirty grandmothers stating it was never a problem and three stating that it was found to be a problem only rarely. Only two daughters and eight mothers felt money was rarely or never a problem. Significant differences were found to exist among all generations with regards to the amount money that was reported as a problem ($p<.05$). A moderate, significant negative relationship was found to exist between age and having enough clothing budget ($r=-.55$, $p=.000$). The young women indicated more need for

an increased clothing budget, than did the older women. A decrease in clothing budget was found to correlate with an increase in the number of garment types reported as presenting a problems ($r=-.33$, $p=.001$).

Finding clothing in a desirable price range was rarely or never a problem for fifty women (55.5%) in the study, and sometimes a problem for another 28 women (31.1%). Twelve women (13.3%) stated that they were rarely or never able to find clothing within a desirable price range.

Over 50% of the women stated that transportation never presented a problem, and another 32.3% of the sample reported that transportation rarely or sometimes presented a problem. Problems encountered with transportation was found to be significantly different among the generations ($p<.001$). Further analysis showed that between the mother generation and the other two generations, namely daughters and grandmothers, there was a significant difference in the degree transportation was perceived as presenting a problem ($p<.05$). Transportation was reported as being more of a problem for the daughter and grandmother generations. Limitations in transportation was not found to correlate with the number of clothing problems reported.

Limited shopping time was rarely or never seen as a problem by 46 women (51.1%). It was reported however, to be a problem for 23 women (25.5%) who indicated finding time to shop was usually or always a problem. The

remaining 23 women felt that it presented a problem for them sometimes. Having enough time to shop was not seen as a problem for the grandmothers, with 22 stating that time for shopping was never a problem. This was found to be significantly different from the mothers and daughters, at .05 level. Finding the time to shop becomes less of a problem the older one gets, as indicated by weak but significant negative relationship between age and limited shopping time ($r=-.46$, $p=.000$). The number of clothing problems reported, however, was not found to correlate with limited shopping time.

Over half the women (53.3%) expressed that they usually or always enjoy shopping for their clothing. Twenty or 22.2% of the sample reported rarely or never enjoying shopping for their clothing. The remaining 22 women (24.4%) indicated that sometimes they enjoyed shopping and sometimes they did not.

Only two daughters, two mothers and 10 grandmothers, a total of 14 women stated that fatigue was usually or always a problem when shopping, 44 women felt that it was rarely or never a problem, and the remaining 32 women found it to be a problem some of the time. Experiencing fatigue when shopping was not found to be significantly different among the generations. It was also not found to correlate with the number of clothing problems reported.

Of the 90 women in the study more than half (55.5%)

expressed a strong or very strong interest in clothing. Forty-one percent of the women reported an average interest in clothing, and only three women (3.3%) indicated being indifferent or having only a mild interest in clothing. Analysis of variance revealed a significant difference among the generations with regards to their clothing interest, at .01 level. Further analysis revealed that there was a significant difference between the daughters and the grandmothers in their level of interest in clothing ($p<.05$), with grandmothers indicating a lower level of interest in clothing. A weak, but significant negative relationship was also found to exist between clothing interest level and the number of garment types reported as being a problem ($r=-.34$, $p=.000$). Those women who indicated having less interest in clothing reported a lower number of problems.

General Clothing Information

Eighty-two percent of the women in the sample indicated that they had problems when selecting new clothing at least some of the time, that is, 10% reported always having problems, 23.3% usually having problems and 48.9% sometimes having problems. Only 12.8% stated that they rarely or never had problems when selecting new clothing.

In general, the women felt that they could find

comfortable clothing, but that it takes time to do so. More than 50% reported that they could usually or always find comfortable clothing which they liked. Another 26.7% stated that they could find comfortable clothing which they liked some of the time.

Finding affordable, quality garments was usually or always a problem for thirty-eight of the women (42.3%), and sometimes a problem for twenty-two of the women (24.4%). One third indicated that it was rarely or never a problem to find good quality clothing within their desired price range. A weak, significant negative relationship was found to exist between age and the perceived ability to find quality garments ($r=-.32$, $p=.001$). It was more of a problem for daughters to find affordable quality garments than it was for the older women.

Ninety-three percent of the sample indicated that they acquire their garments ready-made at least some of the time, namely, 38.9% always, 44.4% usually, and 13.3% sometimes. Only three women indicated they rarely purchase their clothing.

Finding suitable, attractive clothing which fits well was not usually seen as a problem by 60% of the women, but once again it was reported that it takes time to find clothes which fit well. Eleven women indicated that they rarely or never were able to find suitable clothes which fit well. The remaining 25.6% of the women felt that only

sometimes could they find clothing which they like and which also fits well. To acquire a proper fit in new garments, 58.9% of the women indicated that they usually or always need to make alterations, 18.9% some of the time and 22.3% felt they rarely or never need to make alterations. The need for women to acquire alterations in garments correlated significantly with their age ($r=.34$, $p=.001$). Older women in the study indicated that they had more need for alterations than did young women.

The number of women experiencing problems when trying to find garments of the proper size was evenly distributed among the following categories: never (22.2%), rarely (24.4), sometimes (21.1), and usually (20.0%). Only 11 (12.2%) women reported that there was always limited garment selection for their size, in the ready-to-wear garments. Only four young women indicated that they had difficulty finding garments in their size, whereas 13 middle-aged and 12 older women indicated difficulty finding garments in their size.

Finding garments appropriate for one's age was not seen as a problem by the women, ranging from eight percent of the elderly to three percent of the young women indicating it was usually or always a problem. Over fifty percent of the sample indicated that finding age appropriate clothing was rarely or never a problem. Fourteen women stated that finding clothing appropriate for

one's age was usually or always a problem; the other twenty-six women felt that it posed a problem some of the time. Differences among the generations were not found to be significant.

Limited style selection was seen as a problem for 78.9% (71) of the women at least sometimes, and only 21.1% (19) of the women felt it was rarely or never a problem when trying to obtain desirable clothing. Limited style selection was especially seen as a problem for the following garments: shoes, dresses, coats, and swimsuits (See tables D1, D2, D3, & D4, respectively in Appendix D).

Limited colour selection in garments was rarely or never seen as a problem by 50% (45) of the women. Thirty-four (37.8%) reported it to be a problem some of the time, and eleven (12.2%) women stated that it was usually or always a problem. The degree to which colour was seen as a problem was found to be significantly different among the generations, at .05 level. Further analysis showed differences between the daughters and the grandmothers ($p<.05$); with colour more of a problem for the daughters. Pantyhose and belts were reported most often as having limited colour selection (See tables D5 & D6, respectively in Appendix D).

Limited fabric selection in garments was reported by all three generations. Thirty-eight (42.2%) women indicated that it was rarely or never a problem. Thirty-

three (36.7%) stated that it was sometimes a problem, with the remaining nineteen (21.1%) women indicating that it was always a problem. Limited fabric selection was reported most often for pants (See table D7 in Appendix D).

Problems Women Experienced with Store Fitting Rooms

A number of problems were reported by the women with regards to store fitting rooms. One hundred and ten problems with fitting rooms were identified by sixty-two women in the sample (Table 5).

Fifty-four (60%) women reported that the fitting rooms were rarely or never too small in size for them. Twenty-two (24.4%) of the women found them to be too small some of the time, and another 24 (25.5%) stated that they usually or always found the fitting rooms to be too small. Four of the women who indicated that fitting rooms were too small, stated it was so because two people could not fit into them and one woman found many fitting rooms too small for wheelchair access.

No mirrors or mirrors too small in fitting rooms was indicated by thirty-one women as a problem for them. The fact that many fitting rooms do not have mirrors does discourage some women from obtaining clothing at certain stores.

Twenty-three (25.6%) women stated that more hooks are needed, because there are never enough hooks for both the

TABLE 5

SPECIFIC PROBLEMS RELATED TO FITTING ROOMS

PROBLEMS	NUMBER REPORTED
NO MIRRORS INSIDE FITTING ROOMS; OR MIRRORS TO SMALL TO SEE ENTIRE GARMENT	31
NOT ENOUGH HOOKS	23
MESSY, DIRTY, PREVIOUSLY TRIED ON GARMENTS STILL IN FITTING ROOM	14
TOO HOT; TOO STUFFY	9
NO PLACE TO PUT PURSE, BAGS	7
LACK OF PRIVACY; DRAPES TOO NARROW; DOORS TOO SHORT (TOP &/OR BOTTOM)	6
NO PLACE FOR A PERSON TO SIT & WAIT	5
TOO SMALL (FOR TWO PEOPLE; WHEELCHAIRS; TOO SHORT IN HEIGHT)	5
NO SALES HELP (NEED TO CHANGE TO GET NEW GARMENTS)	3
NOT ENOUGH FITTING ROOMS IN SOME STORES	3
	N = 110

garments to be removed and those to be tried on. "Some clothes always seem to end up on the floor" was a comment often made relating to the lack of hooks (Table 5). Dissatisfaction related to fitting rooms did prevent some women from obtaining the clothing they desired.

Important Factors in Purchasing Garments

Participants were asked to rank from (1) most important to (6) least important the following factors when buying clothes: colour, fit, comfort, ease of care, style of the garment, and cost. Table 6 indicates the ranking and mean rankings for each of the factors. Analysis among the generations revealed that there was no significant difference for the factors of colour, ease of care, and comfort. These three items were found to be of equal importance to all the generations.

The difference in the importance of fitting among the generations was found to be significant at .05 level. Further analysis using multiple comparisons indicated that differences in fitting is significant between the daughter and mother generations, and between the daughter and grandmother generations ($p<.05$). The importance of fitting was not found to be significant between the mother and grandmother generations. Fitting was more important for both mothers and grandmothers than for the daughters, and was found to be of equal importance for the mothers and grandmothers.

Among the three generations the importance of design was found to be significantly difference ($p <.01$). Multiple comparisons between the generations revealed that design was significantly different in level of importance

TABLE 6

DIFFERENCE IN RANKINGS OF IMPORTANCE OF GARMENT PROPERTIES BY GENERATION

PROPERTY	GENERATIONS					
	DAUGHTERS		MOTHERS		GRANDMOTHERS	
	rank order	mean ranking	rank order	mean ranking	rank order	mean ranking
DESIGN	1	2.333	4	3.500	3	3.567
FITTING	2	2.833	1	2.033	1	2.133
COST	3	3.200	5	4.333	5	3.633
COLOUR	4	3.400	2	2.967	2	3.333
COMFORT	5	4.000	3	3.333	4	3.600
EASE OF CARE	6	5.133	6	4.833	6	4.733

Note. Ranking & Ratings ranged from 1=most important to 6=least important

between the mother and daughter generations; and between the daughter and grandmother generations ($p<.05$). Design was not found to be significantly different in level of importance between the mother and grandmother generations. Mothers and grandmothers reported design to be of less importance than did the daughters.

A significant difference was found to exist in importance of garment cost between the daughter and mother

generations, at .05 level. The daughters ranked the cost of a garment to be of more importance than did the mothers.

The mothers and grandmothers indicated fit to be the most important factor, with colour as the second most important, and cost to be of fifth importance when purchasing garments. Ease of care was found to be least important by all three of the generations. The mothers and the grandmothers ranked four of the six factors to be equal in importance when purchasing new clothing. The daughters only ranked ease of care equal in importance to the mothers and/or the grandmothers.

Problems with Specific Garments

When asked about seventeen specific garment types, participants reported problems with a number of garment types. The least number of problem garment types reported by an individual was one out of seventeen garments, by a grandmother and the highest number of reported problems was fifteen out of seventeen garment types, by three mothers, see table 7. The number of garment types presenting problems ranged from five to fourteen for the daughters, with a mean of 9.3, two to fifteen for the mothers with a mean of 9.4 and one to twelve for the grandmothers, with a mean of 6.9. Sixty-two (68.9%) women indicated having between six to eleven types of garments which present some problem(s) for them (Table 7).

TABLE 7

MEASURES OF CENTRAL TENDENCY FOR GARMENT TYPES PRESENTING PROBLEMS

GENERATION	N	RANGE	POSSIBLE RANGE	X	SD
DAUGHTER	30	5 - 14	0 - 17	9.3	2.73
MOTHER	30	2 - 15	0 - 17	9.4	3.06
GRANDMOTHER	30	1 - 12	0 - 17	6.9	2.38

Table 8 indicates the distribution of women reporting low (1-5), meduim (6-11), and high (12-17) frequency of problems with the seventeen garments. Over 65 percent of the women reported having a meduim number of clothing problems, with 12 percent reporting a low number and 17 percent indicating a high number of problems. Only one grandmother reported a high number of problems whereas 9 daughters and 7 mothers indicated having a high level of problems. Nine of the seventeen garment types, namely dresses, shoes, pants, coats, blouses, skirts, bras, sweaters, and swimwear were reported by more than 50% of the women as presenting problems. All garment types were

TABLE 8

NUMBER OF GARMENT TYPES REPORTED AS PRESENTING A PROBLEM FOR WOMEN IN THREE GENERATIONS (N=90)

	NUMBER OF GARMENT TYPES PRESENTING PROBLEMS			
GENERATION	LOW 1-5	MEDIUM 6-11	HIGH 12-17	
DAUGHTER	3	18	9	30
MOTHER	3	20	7	30
GRANDMOTHERS	5	24	1	30
NUMBER	11	62	17	90
PERCENTAGE	12.2	68.9	18.9	100

presented problems for some of the participants. Table 9 indicates how many women in the study reported each of the garment types to be problems.

In this study, F-ratio revealed that for the total seventeen garment types, there was a significant difference among the three generations for the total number of garment types presenting problems, at .001 level. Multiple comparisons among the three generations revealed a significant difference between the daughters and the

TABLE 9

FREQUENCY OF PROBLEMS FOR SPECIFIC GARMENT TYPES

GARMENT	NUMBER OF WOMEN					
	YES	%	NO	%	N/A	%
DRESSES	75	83.3	12	13.3	3	3.3
SHOES/BOOTS	73	81.1	17	18.9	0	0.0
PANTS	71	78.9	15	16.7	4	4.4
COATS/JACKETS	57	65.6	32	35.6	1	1.1
BLOUSES	54	60.0	35	38.9	2	2.2
SKIRTS	51	56.7	34	37.8	5	5.6
BRAS	49	54.4	41	45.6	0	0.0
SWEATERS	48	53.3	41	23.3	1	1.1
SWIMWEAR	48	53.3	21	23.3	21	23.3
PANTYHOSE	43	47.8	47	52.2	0	0.0
SLIPS	40	44.4	44	48.9	6	6.7
2 PC. SUITS	39	43.3	28	31.1	23	25.6
BLAZERS	37	41.1	34	37.8	19	21.1
BELTS	27	30.0	44	48.9	19	21.1
GLOVES	27	30.0	61	67.8	2	2.2
HATS	16	17.8	24	26.7	50	55.6
SLEEPWEAR	12	13.3	74	82.2	23	25.6

N = 90

Note. Total percentages may not equal 100 due to rounding.

grandmothers, as well as between the mothers and the grandmothers ($p<.05$). There was a difference between the grandmothers and the other two generations, but the grandmothers did not identify having more problems than the

other two groups.

Dresses and shoes created the most problems. They were reported as being a problem for more than 80% of the sample. Twenty-eight of the thirty mothers felt dresses presented some type of problem(s) for them. Daughters were the second highest group with twenty-seven out of thirty, and grandmothers were the lowest group with only twenty out of thirty reporting dresses as a problem (Table 10). Differences among the generations were found to exist for the number of women who reported dresses as presenting a problem ($p<.05$). Comparisons revealed a significant difference between mothers and grandmothers with regards to their level of reported problems, at .05 level.

Table 10 shows the differences among the generations, as to the frequency a garment was reported as being a problem. There were a number of garments for which the grandmothers reported the lowest number of problems of the three generations. These garments have been marked with ++ in table 10. The grandmothers reported problems with only one article of clothing, hats, more often than the other two generations (Table 10).

In total, seventy-three women expressed concern with shoes. Grandmothers as a group reported the least problems as only nineteen women indicated that shoes presented a problem for them. Mothers ranked second with twenty-six stating problems and daughters reported the most problems

TABLE 10

FREQUENCY OF PROBLEMS FOR EACH GARMENT TYPE AS REPORTED BY THE THREE GENERATIONS

GARMENT	DAUGHTERS		MOTHERS		GRANDMOTHERS	
	YES	%	YES	%	YES	%
DRESSES	27	90.0	28	93.3	20	66.7 ++
SHOES/BOOTS	28	93.3	26	86.7	19	63.3 ++
PANTS	26	86.7	25	83.3	20	66.7 ++
COATS/JACKETS	17	56.7	22	73.3	18	60.0
BLOUSES	19	63.3	17	56.7	18	60.0
SKIRTS	21	70.0	18	60.0	12	40.0 ++
BRAS	17	56.7	18	60.0	14	46.7 ++
SWEATERS	21	70.0	15	50.0	12	40.0 ++
SWIMWEAR	20	66.7	20	66.7	8	26.7 ++
PANTYHOSE	19	63.3	14	46.7	10	33.3 ++
SLIPS	11	36.7	19	63.3	10	33.3 ++
2PC. SUITS	11	36.7	15	50.0	13	43.3
BLAZERS	10	33.3	14	46.7	13	43.3
BELTS	10	33.3	11	36.7	6	20.0 ++
GLOVES	12	40.0	10	33.3	5	16.7 ++
HATS	5	16.7	4	13.3	7	23.3
SLEEPWEAR	4	13.3	6	20.0	2	6.7 ++

N = 90

++ garment which posed fewer problems for grandmothers than for mothers and daughters

with shoes with twenty-eight of the thirty women stating that they were a problem for them (Table 10). A strong, significant difference ($p<.01$) was found to exist among the three generations for the number of women who reported shoes as presenting a problem. Further analysis indicated a significant difference between daughters and grandmothers as to the degree shoes caused concern.

Other garments besides shoes and dresses were found to have significant differences among the generations. Pants and sweaters were significantly different ($p<.05$) among the three generations for the number of problems reported by the women. Multiple comparisons revealed differences between the daughters and the grandmothers, significant at .05 level. The number of women who reported skirts as being a problem was significantly different among the generations, at .01 level. Multiple comparisons revealed that problems with skirts were significantly greater for daughters than for grandmothers ($p<.05$). Problems with blazers and swimwear were found to have significantly different among the generations, at .05 and .01, respectively. Problems with blazers were found to be significantly different between the generations of daughters and mothers as well as between the generations of daughters and grandmothers ($p<.05$). Blazers presented more problems for both the grandmothers and the mother than for the daughters.

Problems with swimwear were also found to be significantly different among each of the three generations, and specifically between mothers and grandmothers ($p<.05$). Swimwear was found to be equally problematic for the mothers and the daughters, with both reporting problems more often than did the grandmothers. A significant difference in the level of concern was found to exist among the generations for belts and slips, both at .05 level.

After an individual had identified a garment as presenting a problem(s), the participant was then required to state specifically what her problem(s) were. For each of the seventeen garment types a number of problems were identified. Shoes and/or boots had the highest number of problems reported, with 73 women reporting 219 problems and sleepwear had the lowest number at 18 reported by 12 women (Table 11). Tables D1 to D17 in Appendix D have the specific problems reported for each of the seventeen garments.

Limited style selection (61) and cost (40) were the two main problems express with regards to shoes. Finding the right width of shoe was also a major problem for the women (36). In total 219 problems related to shoes were identified by 73 women (Table D1).

Dresses were found to present the second highest number of problems, with 212 reported by 75 women. The area

TABLE 11

FREQUENCY OF REPORTED PROBLEMS FOR SPECIFIC GARMENTS

GARMENT	NUMBER	%	NUMBER REPORTED
DRESSES	75	83.3	212
SHOES/BOOTS	73	81.1	219
PANTS	71	78.9	144
COATS/JACKETS	59	65.6	113
BLOUSES	54	60.0	114
SKIRTS	51	56.7	91
BRAS	49	54.4	79
SWEATERS	48	53.3	83
SWIMWEAR	48	53.3	106
PANTYHOSE	43	47.8	93
SLIPS	40	44.4	68
2PC. SUITS	39	43.3	60
BLAZERS	37	41.1	52
BELTS	27	30.0	58
GLOVES	27	30.0	34
HATS	16	17.8	22
SLEEPWEAR	12	13.3	18

that represented the highest level of concern was limited style selection, with 66 problems indicated by 47 women, followed by cost with 28. A variety of fitting problems were reported with waist and sleeve length reported most frequently (Table D2).

Of the 144 problems identified for pants, 102 related to fit, the most common problem. Other concerns identified

were: leg length (35), crotch length (23), hip/ waist proportion (15), and too tight in the thighs (18) (Table D7).

Coats had three main areas of complaint connected to three major areas: limited style selection (34), unsatisfactory fit (34) and too expensive (17). Fifty-seven (63.3%) of the women felt coats presented some type of problem for them (Table D3).

A variety of problems were identified by 54 women for blouses; of the 114 problems reported, 64 were related to acquiring one that fits well. Inadequate bodice and sleeve length were recognized as causing some problems when trying to obtain a new blouse (Table D8).

Swimwear had the next highest number of problems (106) reported by only 48 women. Once again three main areas of problems were recognized, namely; fit (39), limited style selection (38), and too expensive (13). The main problem with getting a good fit in swimwear was due to incorrect garment length and fitting the bust area (Table D4).

For skirts, getting a satisfactory fit was the main problem reported by 51 women. Of the 91 problems reported for skirts, 52 related to some aspect of fit; obtaining the correct hip/ waist proportion and correct length (too long/ too short) were the most problematic. Women also stated that it was difficult to find an appropriate style due to the limited style selection (Table D9).

Getting a good fit (26), cost (15), and limited style selection (9) were the three main problems reported for bras. Underpants and girdles were both seen as a problem when trying to obtain a good fit (Table D10). The major problems reported for slips were inappropriate length (27), and limited style selection (16), which accounted for 43 of the 68 problems reported (Table D11).

Fourty-three women reported a variety of problems with nylons and pantyhose. Getting an adequate fit was the main problem, with crotch length and leg length reported most often. Women also felt that the quality found in pantyhose was not what it should be. Concerns were raised regarding limited colour selection and sizing variations (Table D5).

A number of problems with sweaters were expressed by 48 women. Once again fitting problems were identified; with sleeve length and garment length accounting for 28 of the 83 problems indicated for sweaters. Sweaters were also reported as being too expensive (13) and poor in quality (21) (Table D12).

Blazers were mainly a problem when it came to getting a good fit, both general fit problems (20), as well as specifically with inadequate sleeve length (18) (Table D13). When obtaining a two-piece suit, problems were encountered if both the bottom and the top were purchased together, as a set (one size) (Table D14).

Of the seventy-one women who stated they wore belts,

twenty-seven indicated some problem with them. Getting a belt an appropriate length was identified as a problem. as well as limited style selection and cost (Table D6).

Getting the correct finger length was the most common concern identified by 12 (13.3 %) women, when purchasing gloves. Being too expensive and poor in quality were two other problems identified when obtaining gloves (Table D15).

Sixteen of the fourty women who reported wearing hats indicated having some concerns when trying to obtain them. The two main areas of concern seen were: limited size selection (8); and limited style selection (7) (Table D16).

Sleepwear was not seen as a problem for most of the women, with only 12 (13.3 %) women indicating related problems. Twelve of the eighteen problems identified pertained to: poor quality (4), limited fabric selection (4), and being too expensive (4) (Table D17).

When it came to coordinating an outfit, 31 women (34%) indicated having difficulty finding pieces to match, for example finding a blouse to go with a newly purchased suit. Accessories and jewelry were reported as being difficult to find, as well as too expensive. Difficulty encountered when colour coordinating an outfit was also reported as a problem. Generally, the women felt that it takes much effort to find things that go together when coordinating an outfit.

Recommendations to the Clothing Industry

When asked what they would tell manufacturers if given the opportunity, 82 women indicated a variety of suggestions and recommendations. Suggestions for the clothing industry related to garment quality, sizing, style, fit, fabrics, colour as well as suggestions relating to specific garments.

Thirty-four women felt that garments should be better quality, but not at a higher price. It was felt that better quality, could be reflected in improved fabrics, more quality controls and better inspection of garments. Specifically, quality improvement could be reflected in garments being cut on grain, especially jeans; buttons that stay on; seams that do not come unstitched and hemlines which stay up. Some women indicated that to get good quality garments the prices are too high, and quality was not available in a medium or reasonable price range.

Manufacturers should also be more accurate about garment sizing which some women felt needed to be standardized and better suited to today's women. The range of sizes of today's garments were seen as too restrictive and inaccurate for the variety of body types in our society. A wider range of standard sizing categories was suggested to help with the problem, for example sizing for women 5'7" to 5'10", who now fall between misses and tall

sizing, and also sizing for the mature figure. Certain garment types need to be made in a wider range and more variety of sizes; for example bras made with small cups in large sizes.

Improved style selection was a recommendation made by women in all three generations. Women indicated that they would like more styles suitable for a variety of figure types, namely, mature styles, styles for women under five feet tall, half-size styles, and styles with less emphasis on the hip area. Women would like to see fewer garments in the same style; more variation; for example more styles of sweaters in the same price range. More emphasis on the simple, classical style of garment was a recommendation by women of all ages. They felt designers should create reasonably priced classical styles, especially dresses, skirts, and garments for shorter women.

More selection, variety, and choice of fabrics was another recommendation women would like to make to manufacturers. Fabrics should have more variety in both natural fibers and synthetics (especially synthetics other than polyester), also more selection of cooler and lighter fabrics. Better fabric preparation was another suggestion; for example preshrinking, especially cottons and corduroy; as well as care when colour combining to prevent colours running in one garment.

More colour selection in each season and less trendy

colours were also recommendations to designers. Women wanted to have less bright colours and more pastels, especially in large sizes.

Petite women in the study had 28 recommendations to manufacturers, most related to increased variety and style selection. It was suggested that large size and mature petite wear be marketed. They also felt that petite garments should be priced as regular sized garments instead of being more expensive.

Analysis and expansion of the market was suggested by the tall women in the study. They wanted to see more selection, more current styles, and better quality for the prices charged in the speciality shops. Tall women would also like to have a wider price range to choose from.

Large sized women also recommended that there be more style selection, a wider range of colours, more attractive garments, and designs which are more suitable to the large figure. Women expressed a desire for colours such as pastels, which were reported as being unavailable in large sizes .

Better fitting suggestions included larger hems, and wider seam allowances to allow for alterations. More variety in sleeve length, leg length and garment length was suggested as this would allow for better fitting garments. Recommendations about specific garments related to dresses, pants, skirts, suits, sweaters, blouses, swimwear, hats,

and bras. The suggestions about the specific garments related to the problems experienced, as previously discussed. Pants and shoes had the most recommendations of the above mentioned garments. The recommendations suggested for pants were for variations in crotch length and leg length. It was suggested that one size of pant should be available in different leg lengths and crotch lengths. Suggestions related to shoes included increased style selection, greater number and choice of shoes in various widths, more half-size and larger sized shoes.

Some suggestions made to retailers were to stock entire outfits instead of pieces, more things to mix and match in one store and to allow more choices for the consumer. Stores were considered to be too much alike, as was the merchandise. Nicer, cleaner, better organized stores, with less garment crowding and better informed staff were just some of the suggestions by the women.

Two women felt that a cottage industry might help to increase variety in garment styles and looks. Of the 155 comments made by the women, only one comment was positive. This person felt that things are better made today than in the past.

Summary of Null Hypotheses

Null Hypothesis 1: The number of clothing problems for the total garment types is independent of generation.

Analysis of variance revealed a strong, significant difference among the three generations for the number of garment types reported as presenting a problem ($p<.001$) Multiple comparisons, as previously reported on page 55 and 56, showed a significant difference between the daughter and grandmother generations, as well as between the mother and grandmother generations, at the .05 level. The total number of garments presenting problems was found to be significantly different among the generations, therefore hypothesis 1 was rejected.

Null Hypothesis 2: The type of garment giving clothing problems is independent of generation.

Analysis of variance (Hierarchical F-ratio) revealed that nine of the seventeen garment types; belts, blazers, dresses, pants, skirts, shoes, slips, sweaters and swimwear; were all found to be dependent on generations, with a significant difference among the generations ($p< .05$) (Table 12). Blouses, bras, coats, gloves, hats, pantyhose, sleepwear, and two-piece suits were all found to have no significant differences among the three generations, and therefore problems related to these garments were independent of generations (Table 12). Null

hypothesis 2 was not rejected for blouses, bras, coats, gloves, hats, pantyhose, sleepwear, and two-piece suits. Hypothesis 2 was rejected for belts, blazers, dresses, pants, skirts, shoes, slips, sweaters, and swimwear.

Null Hypothesis 3: The type of garment giving clothing problems is independent of intrafamilial grouping.

Hierarchical F-ratio revealed that three of the seventeen garment types; blazers, blouses and two-piece suits; were found to be dependent on family group, with a significant difference among the thirty intrafamilial group ($p<.05$) (Table 12). The remaining 14 garment types were all found to have no significant differences among the thirty family groups. Null hypothesis 3 was not rejected for belts, bras, coats, dresses, gloves, hats, pants, pantyhose, skirts, shoes, sleepwear, slips, sweaters and swimwear but it was rejected for blazers, blouses and two-piece suits.

TABLE 12

ANALYSIS OF VARIANCE FOR SPECIFIC GARMENT TYPES

VARIABLE	DF	MS	F-RATIO	P
BELTS				
GEN (OR AGE)	2.0	1.48	3.52	0.03620
GROUP (FAMILY)	29.0	0.62	1.47	0.10461
ERROR TERM	58.0	0.42		
BLAZER				
GEN	2.0	2.03	4.79	0.01184
GROUP	29.0	0.82	1.93	0.01676
ERROR TERM	58.0	0.42		
BLOUSE				
GEN	2.0	0.08	0.33	0.72323
GROUP	29.0	0.41	1.73	0.03861
ERROR TERM	58.0	0.24		
BRA				
GEN	2.0	0.14	0.56	0.57603
GROUP	29.0	0.24	0.93	0.57552
ERROR TERM	58.0	0.26		
COAT				
GEN	2.0	0.31	1.17	0.31654
GROUP	29.0	0.25	0.93	0.57354
ERROR TERM	58.0	0.27		
DRESS				
GEN	2.0	0.93	4.46	0.01577
GROUP	29.0	0.21	1.05	0.42010
ERROR TERM	58.0	0.21		
GLOVES				
GEN	2.0	0.48	2.02	0.14174
GROUP	29.0	0.25	1.08	0.39422
ERROR TERM	58.0	0.24		

TABLE 12 (CONT'D.)

VARIABLE	DF	MS	F-RATIO	P
HATS				
GEN	2.0	1.01	1.96	0.15060
GROUP	29.0	0.73	1.41	0.13157
ERROR TERM	58.0	0.52		
HOSE				
GEN	2.0	0.68	3.11	0.05217
GROUP	29.0	0.29	1.34	0.17166
ERROR TERM	58.0	0.22		
PANTS				
GEN	2.0	1.01	4.00	0.02349
GROUP	29.0	0.29	1.15	0.31419
ERROR TERM	58.0	0.25		
SHOES				
GEN	2.0	0.74	5.07	0.00932
GROUP	29.0	0.13	0.89	0.62578
ERROR TERM	58.0	0.15		
SKIRTS				
GEN	2.0	1.48	5.23	0.00814
GROUP	29.0	0.45	1.61	0.06254
ERROR TERM	58.0	0.28		
SLEEPWEAR				
GEN	2.0	0.31	2.24	0.11526
GROUP	29.0	0.23	1.65	0.05340
ERROR TERM	58.0	0.14		
SLIPS				
GEN	2.0	1.14	3.49	0.03720
GROUP	29.0	0.41	1.24	0.23824
ERROR TERM	58.0	0.33		

TABLE 12 (CONT'D.)

VARIABLE	DF	MS	F-RATIO	P
SWEATERS				
GEN	2.0	0.84	3.42	0.03936
GROUP	29.0	0.29	1.18	0.28900
ERROR TERM	58.0	0.25		
SWIMWEAR				
GEN	2.0	8.13	16.23	0.252E-5
GROUP	29.0	0.54	1.07	0.40171
ERROR TERM	58.0	0.50		
TWO-PIECE SUITS				
GEN	2.0	1.08	2.36	0.10363
GROUP	29.0	1.05	2.30	0.00350
ERROR TERM	58.0	0.46		

Null Hypothesis 4: The number of clothing problems for a specific garment type is independent of generation.

The nine garments found to be significantly different among the generations ($p<.05$), were tested to determine if there was a significant difference among the generations for the number of problems reported for an individual garment type. No significant differences were found to exist among the generations for the number of problems reported for belts, blazers, dresses, pants, shoes, skirts, slips, sweaters or swimwear. Hypothesis 4 was not rejected on the basis of the results obtained from the Analysis of variance.

Null Hypothesis 5: There is no significant difference in the number of clothing types which present problems among women within their intrafamilial cluster.

Hierarchical F-ratio revealed that significant differences existed among the three generations within the family clusters for clothes overall ($p<.001$)(Table 13). Women of different generations within different families complained about different clothes. Null hypothesis 5 can be rejected on the basis of results obtained from the Analysis of variance.

Null Hypothesis 6: There is no significant difference in the number of clothing problems for the total garments in different intrafamilial clusters.

When comparing the number of garments presenting problems among thirty families, a significant difference was found to exist among the three-generation clusters with regards to the number of garments reported as presenting a problem, at .05 level (Table 13). Different families, therefore, reported having problems with different garments. Hypothesis 6 was rejected on the basis of the Hierarchical F-ratio results.

TABLE 13

ANALYSIS OF VARIANCE FOR GARMENT TYPES

VARIABLE	DF	MS	F-RATIO	P
GARMENT TYPES				
GEN	2.0	2053.44	9.69	0.00023
GROUP	29.0	365.66	1.72	0.03894
ERROR TERM	58.0	211.97		

CHAPTER V

DISCUSSION

The findings which were outlined in Chapter 4 will be discussed in this chapter in relation to the purpose of the study and the literature reviewed. Also, the findings will be examined in relation to the theoretical model of this study, the concept of human comfort.

The purpose of this study was to gain additional information and insights into women's clothing problems and to examine if a relationship exists between clothing problems and age.

The Sample

The sample totaled 90 female participants, consisting of 30 daughters, their mothers, and their maternal grandmothers. This sample allowed for equal representation in each of the three generational groups. The three generational groups also divided into three age groups, daughters under 35 years, mothers 35 to 64 years and the grandmothers over 64 years of age. This allowed for not only generational comparisons but also age comparisons.

Over 55% of the participants felt they were at a desired weight for their height. Another one-fifth of the women felt that considering their height they were slightly heavy in weight. Three-quarters of the women were at a

desired weight or slightly overweight. This sample was not overly represented by slim women or heavy women. Forty percent of the women were 5'4" to <5'6", which was considered average height, 19% were distributed on each side of average, those being women between 5'2" and <5'4" and 5'6" to <5'9". Approximately 80% of the women fell between 5'2" and 5'9". Based on data from the Canada Fitness Survey (1986) the average height for women between 15 and 70 years of ages, was 5'3". The fiftieth percentile for this study fell in the 5'4" to <5'6" range which is slightly taller than the women in the Canada Fitness Survey (1986).

Eighty-four percent of the women felt that they were in good or excellent health, with the remaining sixteen percent reporting to be in fair (12) or poor (2) health. According to aging literature, an individual's assessment of his or her own health is often the most important criterion of personal health status.

Eighty percent of the sample had at least graduated from high school, and about 60% of them had gone on to study at post-secondary institutions. Obtaining the daughters from university classes may have contributed to the high number of women in the sample who had gone on to study at post-secondary level. Overall, the sample was in good health, middle-class and with at least high school education.

The Theoretical Model

The theoretical model used as the basis for this research has been a modified version of the comfort model (Sontag, 1985). This model is based on the human ecological approach to the quality of life.

The comfort model highlights three distinct but interrelated environments; (1) the natural environment, (2) the human constructed and (3) the human behavioural environment. The human behavioural environment is composed of person attributes which interact with clothing attributes, to create an environment of comfort or discomfort. Some person attributes when interacting with clothing were reported to create problems for the women in this study.

Person attributes as presented in the model (figure 1, page 31) such as stored modifiers, limited clothing budget and age were found to cause problems for some of the women. Other attributes such as height, weight, and one's state of health were not found to correlate with clothing problems.

Stored modifiers such as attitudes, past experiences, and values were found to correlate with perceived clothing problems. The level of interest a woman reported having in clothing was found to have a relationship with the number of garment types perceived as a problem. The more important clothing was to an individual, the more clothing problems reported ($r=.34$, $p=.001$). How much an individual

values clothing may influence her willingness to pay for certain apparel. All seventeen garment types were reported as being too expensive, by at least one woman. A weak, significant relationship was found to exist between limited clothing budget and the number of garments reported as presenting a problem ($r=-.33$, $p=.001$). This relationship indicated that those women who usually or always have a limited clothing budget are more likely to encounter problems with the clothes they acquire.

Factors such as having enough time to shop and transportation to shopping areas could be influenced by a person's lifestyle, therefore limitations on either could reduce a person's chances of finding appropriate clothing. Neither limitations on time or limited transportation were not found to correlate significantly with an increase in the number of clothing problems for the women in this study.

Age was related to certain problematic clothing attributes such as limited colour selection in garments. Colour was seen as being more of a problem for young women than it was for older women. Problems relating to nine of the seventeen specific garment types were found to be dependent on generation, ($p<.05$). As previously mentioned an increase in age was not found to bring on more problems with nine specific garment types for women in the study, since it was found that young and middle-aged women

experience more clothing problems than older women. The person attribute of age was one specific factor which was related to the number of clothing problems reported for certain garment types.

In regards to two personal attributes, namely height and weight no relationship was found to exist between either and an increase in the number of clothing problems. This finding appears to be the opposite of what might be expected, since previous research has suggested that tall, heavy and petite women have more clothing problems than women who are "average" in height and weight. The lack of a relationship may have been due to the small sample size, or because of the large number of women who fit into the "average" categories, or possibly it could be due to the high number of clothing problems perceived by women in all height and weight categories.

The state of a person's health, one of the attributes presented in the model, was not found to correlate with an increase in the number of garments reported as presenting a problem. Health may not have correlated with clothing problems due to the fact that 76 women reported being in good or excellent health. A person's ability to obtain desired clothing was not limited by fatigue, since no relationship was found between the number of clothing problems and fatigue.

Each clothing attribute as listed in the model on page

31 (figure 1) was mentioned as creating problems for some of the women. Limited style selection was reported as a problem for 15 of the 17 garment types. Limited style selection was reported as a problem for dresses and shoes/boots by the highest number of women, 65 and 60 respectively. Overall, 350 problems relating to limited style selection were reported by the women. Sixty-two problems relating to limited colour selection in 13 garment types were reported. As well, problems associated with a good fit were reported for 16 of the 17 garment types. Limited style and colour selection, as well as fitting problems are just three examples of specific clothing attributes influencing some women's overall clothing satisfaction. Eight-two percent of the women indicated that they had problems when selecting new clothing. This would seem to suggest that interaction between person attributes and clothing attributes causes some problems.

Environmental attributes such as manufacturers, buyers, and designers were seen as influencing the clothing attributes available in the marketplace. Problems with ready-to-wear garments were expressed by the women in their recommendations and suggestions for the clothing industry, as well as in the high number of problems reported with specific types of apparel. An environmental attribute which caused clothing problems was that of outdoor climate, which influenced choices specifically relating to weight,

bulk and thermal properties of garments. Certain outdoor climates brought about concern with winter coats, with respect to their warmth and weight.

The findings of this study support the concept of the ecosystem as a relationship between the person, her environment and their interaction. Clothing problems were reported relating to the three attributes when they interact in a manner such that problems could not be reduced. Not only are interactions between the three environments considered when studying the factors that influence overall clothing comfort, as well interactions within each category should also be considered. For example, 68 women reported more than one specific problem relating to dresses, with five the highest number of problems reported by six women. The degree to which each of the five problems interact and influence one another could also determine the level of concern when trying to obtain a dress.

Comfort occurs when a balanced or equilibrium state exists between an individual, her clothing and her environment. The findings of this study support the individual's need for comfort with her environment, specifically in regards to her clothing. Most women in the study indicated that they would usually find comfortable clothing, but they also spend alot of time doing so. This would seem to suggest that women are trying to obtain

comfortable clothing.

Clothing problems can be influenced by variables within three dimensions: (1) physical comfort (2) psychological comfort and (3) social comfort. All ninety women in the study experienced some problems relating to the "acquisition of desirable clothing". They expressed problems relating to the three dimensions of comfort.

Clothing problems related to reduced physical comfort were expressed in a variety of ways by the participants, for example: improper fit of garments, poor garment construction, fabric weight and warmth. Considering that the sample was relatively normal in height and weight there were alot of physical discomforts with clothing expressed by the women. Achieving physical comfort is especially important for women, as fit was ranked first by the mothers and the grandmothers and second by the daughters when buying clothes.

Clothing does not satisfy only the physical needs but also the social and psychological needs. Some women may purchase items of clothing so they will not feel anxious about the way they look, and therefore they will feel more secure. Others may wish to reflect a greater independence and project their individuality while feeling just as secure. The psycholocial aspect of clothing was especially important to the daughters who ranked style of the garment was most important when purchasing clothes. Finding the

correct style of garment was important to women all ages in the study and they indicated that 13 of the 17 garment types were limited in their style selection which posed problems when trying to obtain new clothing.

Social comfort can best be expressed by the women in the study who stated that they could wear anything to bed and therefore sleepwear did not present a problem for them. This was the only specific garment type which would not normally be influenced by social factors. This may be one of the reasons for the small number of problems reported. Generally, garment types which would be worn in public were reported a high number of problems. As garments become visible to self and others, there may also be an interaction between the three dimensions of comfort. Therefore, a holistic concept of human comfort does need to include the dimensions of physical comfort, psychological comfort and social comfort.

Comparisons with Related Research

This study found that an increase in age correlated with a decreased interest in clothing. This finding supports those by Francis (1972) and Snyder (1966). Both studies reported an inverse correlation between age and clothing interest. Francis (1972) also found significant differences between mothers and daughters in regards to their interest in fashion. Garment style when purchasing

clothing was found to be of more importance to the daughters than their grandmothers, but no difference was found to exist between the daughters and their mothers.

Snyder (1966) found that women with only a mild interest in clothing were less discriminating and therefore, more pleased with their purchases. A weak, but significant negative relationship was found to exist between clothing interest and the number of garment types reported as presenting a problem for the women in this study ($r=.-34$, $p=.001$). This would seem to support Snyder's findings which stated that women with only a mild interest are less discriminating and therefore perceive fewer clothing problems.

Limited time available for shopping was less of a problem for the women in Snyder's study (1966), where 16% of the young, 12% of the middle-aged and 6% of the older women reported it as being a problem. In the present study, 30% of the young, 37% of the middle-aged and 10% of the older women reported that it was usually or always a problem. Another 23.3% of the women also indicated that finding the time to shop was a problem for them some of the time. Finding enough time to shop appears to be more of a problem for women today than it was in Snyder's study.

Fifty-three percent of the women in Perry's (1985) study indicated having a difficult time with transportation to and from clothing stores. In comparison, of the 34

women in this study, 55 years of age or over, 35% reported that finding transportation for shopping was a problem at least some of the time.

Some women in the present study indicated a need for additional money to spend on clothing. Age was significantly related to a felt need for extra clothing money ($p<.001$), with more young women than older women feeling the need. This was in agreement with Snyder's (1966) findings, which indicated a significant difference among the three generations, with more young women reporting the need for additional clothing money.

A variety of clothing problems have been investigated in the present study; both general problems and problems relating to specific garment types. Numerous studies have reported on women's dissatisfaction with choices currently available in ready-to-wear (Bartley, 1962; Moore,1982; Perry,1985; Richards, 1981; and Snyder,1966). Sixty-nine percent of Snyder's (1966) sample reported that they were not satisfied with the choices currently available. Eighty-two percent of the women in the present study indicated that they had problems when selecting new clothing, at least some of the time. Problems with the ready-to-wear market seems to have remained as prevalent today as in the past.

Blair (1953) and Moore (1982), in their studies of middle-aged women found that many garment types were often

difficult to purchase and that they had difficulties finding interesting, well designed clothing in suitable colours, which also provided the fit and comfort they desired. Laiche (1982), Perry (1985) and Smith (1982) in their studies of older women indicated that the women were dissatisfied with ready-to-wear styles. The biggest complaint was that ready-to-wear styles seem unbecoming to their figures, and that clothing styles are unattractive on the mature woman. The middle aged and older women in the present study expressed concern with styles available, since they reported style to be a problem for 15 of the 17 garment types. Mothers reported the most specific problems relating to style with 128 problems for 15 garment types, daughters were second with 127, and grandmothers reported the least problems style selection as they only identified 88 problems.

Smathers and Horridge (1979) also indicated that it is difficult for elderly women to find comfortable and attractive clothing. Fifty percent of the women in this study reported that they could usually or always find comfortable clothing which they liked. They also reported that although it takes time, finding suitable, and attractive garments was not usually a problem.

Garments being too expensive was the greatest dissatisfaction expressed by the women in studies by Perry (1985) and Bendorf (1977). All seventeen specific garment

types were reported as being too expensive by some of the women in this study. Pants were reported as too expensive by only one woman, whereas shoes/boots were reported by fourty of the ninety women.

Several women in Smith's (1982) study wrote concerning the need for better workmanship in garments. When garments were perceived as being too expensive in the present study, the women often clarified it by stating that the quality of garments is not equal to the cost. Quality was seen as a problem for 15 garment types; especially blouses, nylons, shoes and sweaters.

Snyder (1966) found a lack of choice in garments increases as one ages. In the present study, no difference was found among the generations in their ability to find age appropriate clothing.

Almost all the women (90%) in Perry's (1985) study felt that clothing stores need to offer a better choice of colours in garments. Fifty percent of the women in the present study felt that limited colour selection was a problem at least some of the time. The women in this study do not appear to have as much problem with colour choice in garment as those in Perry's study .

Previous studies had conflicting results as to the impact that aging has on fitting problems for women whose bodies do not conform to sizes found in ready-to-wear. Snyder (1966 found that 50 percent of her sample had

fitting problems and that fit was more of a concern for young women than for older women. Smith (1985) on the other hand found that the women in her study did not report experiencing more fitting problems as they aged and she felt that this may have been due to fitting problems they experienced prior to age 55. Contradictory to Snyder's (1966) and Smith's findings, Moore (1982) reported that as women age their fitting problems increased. The present study does not support the findings of Moore (1982) but it does support the findings of Snyder (1966) and Smith (1982). Significant differences were reported for the number of garment types presenting problems ($p<.05$), with grandmothers reporting fewer problems than both the mothers and daughters.

Seventy percent of the women in Smith's (1982) study and 82% of the women in Perry's (1985) study reported that they had to alter their clothes to fit. Fourty-three percent of the older women in this study indicated that they usually or always needed to alter their clothing to get a good fit. Another 13% stated that they had to make alterations to their clothing some of the time. This was found to less than for the women in the two other studies, but similar to Hogge and Baer (1986) who reported that 46% of the older women in their study indicated that their clothes often need alterations.

Moore (1982) reported on problems with specific

garment types for middle aged women. Seventy percent of the women in her study reported problems relating to dresses, whereas 93% of the middle-aged women in the present study reported dresses to be a problem. Pants were reported by 83% of the middle-aged women in this study, which was higher than the 60% reported in Moore's (1982) study. As well, problems with skirts were reported by a higher percentage of women in the present study at 60%, compared to the 53% who reported skirts to be a problem in Moore's study. The two-piece suit was the only garment that the women in Moore's study reported a higher percentage of problems with, at 64% compared with 50% reported by middle-aged women in the present study.

Some studies have reported problems with fit relevant to specific areas of the body. Hogge and Baer (1986) reported a variety of fitting problems in ready-to-wear garments including the shoulder area, bust area, waistline, sleeve length, and skirt length. They found that fitting problems decreased with increasing age with the exception of skirt length. Problems relating to skirt length were not found to increase with age in the present study. The daughters reported the highest number of problems with skirt length (9), with mothers and grandmothers reporting fewer problems with five each. The young women in Hogge and Baer's (1986) study reported problems with fitting sleeves, the most common problem was excessive length.

Sleeve length being either too long or too short was a problem reported by the women in the present study; for blouses (23), blazers (18), dresses (12), coats (11), sweaters (8), and sleepwear (1). Unlike Hogge and Baer's study, 31 mothers in the present study, as apposed to 19 daughters and 18 grandmothers reported problems with sleeve length.

Smathers (1974) and Bratcher (1975) reported on clothing problems caused by physical changes. Tightness in the hip area as compared to other areas of the body was the most commonly reported problem. Hip/ waist proportion as well as upper/ lower body proportion were investigated in this study to ascertain if standardized sizing is appropriate for today's women. Problems with fitting hip/waist areas of the body properly were reported for five of the garments investigated, namely two-piece suits (27),skirts (23), pants (15), dresses (10) and swimwear (8). Mothers and daughters reported more problems with fitting both areas properly, than did the grandmothers in this study.

Factors which may have contributed to older women reporting less problems with specific garment types included (1) the method of shopping, (2) the amount of clothes purchased and/or (3) fitting problems due to the body shape. Firstly, the methods used for clothes shopping varied from one generation to the next. The daughters

reported shopping in a large number of stores, while trying to obtain clothing different from their friends. The mothers on the other hand identified a small number of clothing stores at which they do their shopping. Grandmothers indicated buying less clothing as they aged, and infact they rarely went shopping only for clothes. They reported browsing through clothing departments on each shopping trip. This may be why grandmothers expressed problems mainly when trying to obtain a specific or special garment. Older women may have reported fewer fitting problems then younger women because they could have been so accustomed to them and/or have resolved them to the point that they were not even considered as problems. As well, fitting problems may have been a problem throughout life or experienced so gradually that older women had not considered them as a problem. Coping strategies could have been learned or developed at any time of life, regardless of age and therefore older women may not have more clothing problems than women of other ages. It may also be that older women have fewer problems associated with comfort than expected by avoiding uncomfortable clothing. These may be just some of the reasons why grandmothers did not experience more clothing problems than daughters and/or mothers.

In summary, women of all three generations reported numerous problems relating to clothing. Daughters and

their mothers identified more problems with the seventeen specific garment types than their grandmothers. The women in the present study, as well as in other studies indicated that they were generally disappointed with style, colour, fit and cost of ready-to-wear garments.

CHAPTER VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was designed to identify clothing problems experienced by women and then to investigate if a relationship exists between age and clothing problems. To determine if older women (grandmothers) experience more clothing problems than middle-aged (mothers) and/ or young women (daughters) was one of the main goals of this study. The comfort model, based on a human ecological framework was utilized as the theoretical model. Human comfort is defined as a mental state of well-being which occurs when a balanced state or equilibruim exists between a person and the environment. Total comfort is affected by several factors, including; 1) physical comfort, 2) psychological comfort, and 3) social comfort. Clothing problems are encountered when person attributes, clothing attributes and environment attributes interact in a manner that causes discomfort or distress. The comfort model allows for a holistic ecosystematic approach to the study of clothing problems.

The data were collected by personal interviews which lasted between fourty-five minutes and one hour. An interview schedule was designed to obtain demographic

information; as well as problems experienced by women when trying to obtain desirable clothing; also specific garments were investigated to determine if they presented unique problems.

A three-generational sample consisting of thirty young women, their mothers and their maternal grandmothers was used in this study. The three generations divided into three age groups, with all the daughters under 35 years of age, the mothers aged 35 to 64 years, and the grandmothers over 64 years of age. The majority of the sample indicated that they were healthy, middle class and had completed high school.

Over 50% of the women indicated having a strong or very strong interest in clothing and that they enjoyed shopping for their clothing. A variety of problems were identifed by the women in this study when acquiring new clothing. Transportation, money and shopping time were identified as limitations to acquiring appropriate clothing. Limited styles, colours, and fabric selection, as well as garment quality and cost were all problems identifed when purchasing new clothing. Variations in garment sizing also presented problems for more than half the women when acquiring new clothing. Eighty-two percent of the women indicated that they had problems when selecting new clothing, at least some of the time.

A majority of the women expressed concern with fitting

rooms in stores. Some problems relating to fitting rooms included the lack of mirrors or no mirrors, shortage of hooks, as well as fitting rooms being messy. The small size of fitting rooms also presented problems for some of the women.

Six factors to consider when purchasing a new garment were ranked from most important to least important. The variables included fit, colour, comfort, ease of care, cost and style of the garment. Analysis among the generations revealed no significant difference for the three factors of colour, comfort and ease of care. These three factors were all seen as being of equal importance for each of the generations. Significant differences were reported for the variables of fit, cost and style of the garment ($p<.05$). Fit was reported as the most important when buying clothes by both the mothers and the grandmothers, while style of the garment was most important to the daughters. All three generations identified ease of care as least important when purchasing a garment.

Seventeen garment types were investigated to determine if some presented problems for women when acquiring new clothing. All seventeen types of garments were found to present problems for some women regardless of age, with nine of the seventeen specific garment types identified as a problem by more than 50% of the participants. Of the nine garment types; dresses, shoes and pants were reported

by more than 75 percent of the women as being a problem.

Previous research has suggested that older women experience problems similar to women other ages as well as more problems due to ageing. The older women in this study did not identify more clothing problems than young (daughter) and/or middle-aged (mother) women. They also felt that finding age appropriate garments was not a problem for them. Results indicated significant differences among the three generations, for the total number of garment types presenting problems ($p<.001$), although no difference was found to exist between the daughters and their mothers. The grandmothers were found to be significantly different than both daughters and mothers, with the grandmothers identifying fewer clothing problems. There was only one garment type for which the grandmothers expressed greater dissatisfaction than both the mothers and daughters, namely hats. If fact, for 12 of the 17 garment types grandmothers expressed the lowest number of problems.

One-third of the women found coordinating outfits difficult, with colour matching of garments reported giving the most problem. Finding matching accessories and appropriate jewelry were also identified as a problem for some of the women.

Eighty-two women indicated a variety of suggestions and recommendations for the clothing industry. Most suggestions were aimed towards the manufacturers, for

example improved quality, standardized sizing, style selection, colour selection, fabric selection, as well as general and specific fitting suggestions. Some recommendations were aimed at the buyers and the retailers; for example having more qualified staff, more organized and cleaner stores. It was also suggested that merchandise be more varied both within and between stores.

The findings of this study are based on a sample of limited size and a restricted geographic area. The results may not be relevant to the entire female population. However, this information could be of value to designers, buyers, retailers, and educators.

Conclusions

The first objective of this study was to identify the clothing problems of women from three generations. All 90 participants identified some clothing problems when acquiring clothing. As well, all seventeen specific garment types were reported as a problem by some of the women.

The daughters reported problems with an average of 9.3 garment types. It was also found that 10 of the 17 garment types were a problem for more than 50% of the daughters. Dresses, skirts, pants, shoes, coats, blouses, bras, sweaters, swimwear and pantyhose were all reported by more than 50% of the daughters. As well, belts, gloves,

blazers, slips and two-piece suits were reported by more than 30 percent of the daughters.

The mothers also indicated a variety of clothing problems with the seventeen specific garment types, with 9.4 the average. Eleven of the 17 garment types were reported as being a problem for more than 50% of the mothers. Over 25 mothers indicated that shoes, dresses and pants were a problem, as well coats and swimwear were reported by over 20 mothers. Over fifty percent of the mothers indicated skirts, sweaters, blouses, slips, bras and two-piece suits to be a problem for them.

Grandmothers reported the least number of clothing problems with specific garment types, averaging 6.9. Only five garment types were reported by more than 50% of them; namely dresses, pants, coats, blouses and shoes. These five garment types were also reported by more than 50% of the daughter and the mothers. Women of all three generations identified a variety of problems with trying to obtain desirable clothing.

The second objective was to determine if the total number of garments rendering problems vary with age. A strong, significant difference was found to exist among the three generations for the number of garment types presenting problems ($p<.001$). A significant difference was not found to exist between the daughter and mother generation, but differences were found to exist between the

grandmothers and the other two generations.

The third objective was to determine if the garment type reported as a problem varied with age. Seventeen garment types were investigated to determine if problems with any were dependent on age. Of the seventeen garment types, nine were found to be dependent on age, namely dresses, belts, blazers, skirts, shoes, slips, sweaters, pants and swimwear, significant at .05 level.

The fourth objective was to determine if the number of clothing problems per specific garment type vary with age. Nine garment types were found to be dependent on age, those nine garment types were tested to determine if the number of clothing problems for a specific garment type varied with age. None of the nine garment types were found to vary in the number of clothing problems among the generations. The number of problems reported for a specific garment type was not found to differ significantly among the generations.

The fifth objective was to determine if the number and type of clothing problems differ for women within and among the intrafamilial clusters. The number of clothing problems were found to differ both within and among the intrafamilial clusters. The number of garments presenting a problem among the generations was found to be significant ($p<.001$). Also, there was a significant difference in the number of garments found to present a problem among the

families ($p<.05$). Nine of the seventeen garments were found to differ significantly among the generations, as well four of the garments were found to differ significantly among the families.

Statement of the Problem

What are the clothing problems experienced by women of various ages and is age or intrafamilial grouping the better predictor of the type and number of clothing problems? Firstly, what are the clothing problems experienced by women of various ages? Women in all three generations experienced numerous clothing problems. When asked how often they had problems when selecting new clothing, 82% indicated that they had problems at least some of the time. Clothing problems related to fit, sizing, style, colour and fabric. Specific garment types also presented problems for the women, with all garments reported as presenting some problems. Dresses, shoes, and pants were reported by more than 75% of the women, as well coats, blouses, skirts, bras, sweaters, swimwear were reported as a problems for more than 50% of the women.

Secondly, is age or intrafamilial grouping the better predictor of the type of clothing problems experienced by the women? As previously mentioned nine garments were found to differ significantly among the generations, namely belts, blazers, dresses, pants, shoes, skirts, slips,

sweaters, and swimwear, whereas only four out of the seventeen garment types investigated were found to differ significantly among the families, namely blazers, blouses, swimwear, and two-piece suits. Age (generation) is therefore the better predictor of the type of clothing problems experienced.

Thirdly, is age or intrafamilial grouping the better predictor of the number of garment types presenting problems experienced by the women? Both age (generation) ($p<.001$) and intrafamilial grouping ($p<.05$) were found to be significant factors in determining the number of clothing problems reported by the women. The predictor of the number of clothing problems, however was age, since it was found to be of greater significance. The better predictor of the type and number of clothing problems women are likely to experience is age or generation.

Recommendations

The present research appears to be the first indepth look at the relationship between women's clothing problems and age (generation). Due to the exploratory nature of the study many questions were left unanswered. Several suggestions for similar or related research are therefore offered:

1. Replicate the study with respondents from other universities; also with other groups, for example: high

school students, their mothers and grandmothers; employed women of the daughter age group, their mothers and grandmothers. Additional research should be conducted within various communities of specific sizes.

2. Conduct a similar study utilizing male participants in the study to determine if men experience similar clothing problems.

3. Conduct longitudinal research to determine the effects of aging on physical measure, attitudes, interest and clothing problems.

4. Additional research is needed to refine and expand the interview schedule to explore further areas of problems related to women's clothing; for example fabric comfort, satisfaction with garments purchased and other barriers to obtaining appropriate clothing.

5. Develop a research design to investigate causes for some of the problems reported by the women, for example fitting problems.

6. Based on the above suggestion, investigate whether or not clothing exists in the marketplace to meet the needs of today's women.

7. Conduct an indepth study of the specific garment types for which a high number of problems were reported by the

subjects; for example shoes, dresses, and pants.

8. Conduct a review of the standardized sizing to determine if it meets the needs of women today. The clothing problems encountered by women may be due to inappropriate sizing by industry.

9. For further development of the theoretical model investigate specific attributes (person, clothing, and environmental) and their interactions as outlined in it.

10. A comparison of measurements of young, middle-aged and older women of the same-height and weight to determine what, adjustments if any are necessary for women to obtain a perfect fit.

BIBLIOGRAPHY

Bader, I. M. (1963). An exploratory study of clothing problems and attitudes of a group of older women in Iowa City. Unpublished master's thesis, University of Iowa.

Barley, L., & Warden, J. (1962). Clothing preferences of women sixty-five and older. Journal of Home Economics, 54, 716-717.

Bendorf, L. A. (1977). Life satisfaction, clothing interest and clothing market satisfaction among elderly women consumers. Unpublished master's thesis, Virginia Polytechnic Institute & State University, Blackburg.

Birren, J. E. (1964). Handbook of the psychology of aging. New York: Van Nostrand Reinhold Company.

Birren, J. E. & Schaie, K. W. (1985). Handbook of the psychology of aging (2nd. ed.) New York: Van Nostrand Reinhold Company.

Blair, M. H. (1953). Changes in appearance of women 45 to 65 years of age which affect use of ready-to-wear garments and commercial patterns. Journal of Home Economics, 45, 248-250.

Borgatta, E. F. & McClusky. (1980). Aging and society. Beverly Hills: Sage Publications.

Braswell-Robinson, T. (1984). Clothing attitudes of elderly female Tennesseans as related to life satisfaction and social participation. Unpublished doctoral dissertation, University of Tennessee, Knoxville.

Bromley, D. B. (1974). The psychology of human aging. Middlesex, CT: Penquin Ltd.

Bubolz, M. M., Eicher, J. B. & Sontag, M. S. (1979). The human ecosystem: A model. Journal of Home Economics, 71, 28-31.

Canadian Fitness and Lifestyle Research Institute. (1986). Canadian Standardized Test of Fitness (3rd ed.). Ottawa, Ontario: Canada Government Printing Office.

Cohler, B. J., & Grunebaum, H. U. (1981). Mothers, grandmothers, and daughters. New York: John Wiley & Sons.

Compton, N. H. & Hall, O. A. (1972). Foundations of home economics research: A human ecology approach. Minneapolis: Burgess.

Cronk, C. E., Roche, A. F., Chumlea, W. C. & Kent, R. (1982). Longitudinal trends of weight/stature in childhood in relationship to adulthood body fat measures. Human Biology, 54, 751-764.

Ebeling, M., & Rosencranz, M. L. (1961). Social & personal aspects of clothing for older women. Journal of Home Economics, 53, 464-465.

Farquhar, D. M. (1981). The availability of ready-to-wear clothing incorporating design features preferred by elderly arthritic women. Unpublished doctoral dissertation, Florida State University, Tallahassee.

Finch, C. E. & Schneider, E. L. (Eds.) (1985). Handbook of the biology of aging (2n ed.). New York: Van Nostrand Reinhold Company.

Foner, A. (1986). Aging and the old age: New perspectives. New Jersey: Prentice-Hall, Inc.

Francis, E. C. (1971). Selected clothing usage and buying practises of a specified group of college women and their mothers. Unpublished doctoral dissertation, Pennsylvania State University, Philadelphia.

Freedle, J. A. D. (1968) Clothing interest and social participation as related to clothing selection and buying processes of the college women. Unpublished master's thesis, University of Tennessee, Knoxville.

Garland, S. D. (1978). Skirt and sleeve silhouette preferences of three age groups of adult women. Unpublished master's thesis, University of Illinois, Urbana.

Gibbons, K. (1971). Social psychological theories of fashion. Journal of Home Economics Association of Austrialia, 3, 3-18.

Havinghurst, R. J. (1952). Social and psychological needs of the aging. The Annals of the American Academy of Political and Social Science, 279, 11-17.

Henderson, E. (1972). The aging process. American Geriatrics Society Journal, 20, 565-571.

Hess, B. B. & Markson, E. W. (1980). Aging and old age. New York: MacMillan Publishing Co., Inc.

Hoffman, A. M. (1979). Clothing for the handicapped, the aged and people with other special needs. Springfield, MA: Charles Thomas.

Hoffman, A. M., & Bader, I. M. (1974). Clothing-common denominator between the young and the old. The Gerontologist, 14, 437-439.

Hogge, V. E., Baer, M. (1986). Elderly women's clothing acquisition, fit and alterations of ready-to-wear garments. Journal of consumer Studies and Home Economics, 10, 333-341.

Hogge, V. E., Baer, M. & Kang-Park, J. (1988). Clothing for elderly and non-elderly men: A comparison of preferences, perceived availability and fitting problems, Clothing and Textiles Research Journal, 6(4), 47-53.

Horn, M. J. (1981). The second skin (3rd ed.). Boston: Houghton Mifflin Company.

Kaigler-Evans, K. & Pinaire-Reed, J. A. (1979, May). Texas governor's conference on aging. Association of College professors of Textiles and Clothing Newsletter, p. 6.

Kalish, R. A. & Johnson, A. I. (1972). Value similarities and differences in three generations of women. Journal of Marriage and the Family, 34, 49-54.

Kersch, E. A. (1984). An investigation of the clothing problems of tall women. Unpublished master's thesis, Virginia Polytechnic Institute and State University, Blacksburg.

Kuhn, M. (1978). Insights on aging. Journal of Home Economics, 70(4), 18-20.

Laiche, B. S. (1982). Clothing: Fitting problems and preferences of women 65 years of age and older. Unpublished master's thesis, Texas Woman's University, Denton.

Loether, H. J. (1967). Problems of aging. Belmont: Dickerson Publishing Company.

Loughry, M. A. (1954). Are ready-made daytime-dresses available which meet or may be altered to meet certain changes in women's figures due to aging? Unpublished master's thesis, Pennsylvania State University, University Park.

Maher, P. M. & Sontag, M. S. (1986). Insulative clothing for older women functioning at reduced household temperatures (Report No. 471). East Lansing: Michigan State University Agricultural Experiment Station.

Marshall, V. W. (Ed.). (1986). Later life: The social psychology of aging. Beverly Hills: Sage Publications.

Masoro, E. J. (1976). Physiologic changes with aging. In M. Winick (Ed.), Nutrition and aging (pp. 61-75). New York: John Wiley & Sons.

McDaniel, S. A. (1986). Canada's aging population. Toronto: Butterworths.

Mclean, F. P. (1978). The process of aging related to body cathexis and to clothing satisfaction. Unpublished doctoral dissertation, Utah State University, Logan.

Miller, D. C. (1977). Handbook of research design and social measurement (3rd ed.). New York: Longman.

Montgomery, J. E. (1978). Quality of life for the aging: Home economics role. Journal of Home Economics, 70(4), 12-14.

Moore, E. L. (1982). Apparel purchasing problems of the middle-aged woman. Unpublished doctoral dissertation, Texas Woman's University, Denton.

Olson, E. A. (1982). A systems approach to the human valuing process: Exploration of a theory. Dissertation Abstracts International, 43, 1454B.

Patterson, C. A. (1981). Selected body measurements of women aged sixty-five and older. Unpublished doctoral dissertation, Florida State University, Tallahassee.

Pedersen, E. L. (1984). The ecological alternative: An option for the future. Clothing and Textiles Research Journal, 2(2), 22-24.

Perry, L. A. (1985). Clothing satisfaction and self-concept of older women. Unpublished master's thesis, Virginia Polytechnic Institute and State University, Blacksburg.

Phillips, C. A. (1977). Clothing designs for handicapped elderly women. Journal of Home Economics, 69(4), 21-23.

Richards, M. L. (1981). The clothing preferences and problems of elderly female consumers. The Gerontologist, 21, 263-267.

Riley, M. W. (Eds.). (1979). Aging from birth to death: Interdisciplinary Perspectives. Boulder: Westview Press.

Riley, M. W., Abeles, R. P., & Teitelbaum, M. C. (Eds.). (1982). Aging from birth to death: Volume II: Sociotemporal Perspectives. Boulder: Westview Press.

Ryan, M. S. (1966). Clothing: A study in human behavior. New York: Holt, Rinehart and Winston, Inc.

Sanders, W. B., & Pinhey, T. K. (1983). The conduct of social research. New York: Holt, Rinehart and Winston.

Schaie, K. W. & Geiwitz, J. (1982). Adult development and aging. Boston: Little, Brown and Company.

Sletten, R. C. G., & Petrich, B. A. (1983). Clothing problems as perceived by Mexican American migrant women. Home Economics Research Journal, 11, 289-294.

Smathers, D. G. (1974). The effects of physical bodily changes caused by the natural aging process on clothing preferences of elderly women. Unpublished master's thesis, University of Kentucky, Lexington.

Smathers, D. G., & Horridge, P. E. (1979). The effects of physical changes on clothing preferences of elderly women. International Journal of Aging and Human Development, 9, 273-277.

Smith, B. L. (1982). Clothing fit problems of older women: Coping strategies and suggestions. Unpublished master's thesis, University of Akron, Akron, Ohio.

Snyder, J. K. (1966). Differences in selection aspects of clothing behavior for college-educated young, mature & elderly women in the Southeast. Unpublished doctoral dissertation, Florida State University, Tallahassee.

Sontag, M. S. (1985). Comfort dimensions of actual and ideal insulative clothing for older women. Clothing and Textiles Research Journal, 4(1), 9-17.

SPSSx User's Guide, 2nd ed. (1986). New York: McGraw-Hill Book Company.

Statistics Canada. (1985). Population projection for Canada, provinces and territories: 1984-2006. Ottawa: Supplies and Services.

Statistics Canada. (1987, July). Daily. Ottawa: Supplies and Services.

Stevens-Long, J. (1979). Adult life: Developmental processes. Palo Alto. CA: Mayfield Publishing Company.

Tate, M. T., & Glisson, O. (1961). Family Clothing. New York: John Wiley & Sons, Inc.

Terry, L. M. (1978). Analysis of the relationship between specified clothing profiles and selected demographic variables for elderly women and women of other ages. Unpublished doctoral dissertation, University of North Carolina, Greensboro.

Wolff, K. (1959). The biological, sociological and psychological aspects of aging. Springfield, IL: Charles C. Thomas.

Yu, E. (1975). The design of clothing as a means of solving figure problems for women of 40 to 65 years of age. Unpublished master's thesis, University of Washington, Seattle.

APPENDIX A

CLASSROOM SPEECH AND VOLUNTEER QUESTIONNAIRE

Introduction to Research (classroom speech)

Hi, my name is Catherine Black. I am a graduate student in the Department of Clothing and Textiles, here at the University. As part of my master's degree, I am conducting research that involves interviewing women of various ages to obtain information about their clothing satisfaction or dissatisfaction. For example: barriers to finding appropriate clothing, such as money; possible limitations with garment selection and problems with fit in specific garments, such as pants.

It is hoped that the results of this research will be of value to clothing designers, manufacturers and retailers; as well as consumers. To improve the clothing marketplace, problems faced by consumers must first be identified.

The uniqueness of my research, is that I am interviewing women of three generations in the same family, that is, you, your mother and your maternal grandmother (mother's mother). This will unfortunately eliminate some of you from the study and allow only a select group of you to participate. If your mother and your grandmother are living in Alberta it is important that you consider participating. This is one way more knowledge can be gained, in the understanding of women's clothing satisfaction, concerns, and problems. All women have

different levels of satisfaction with their clothing, so invite all of you who can fulfill the sample requirement, to participate. There is a continuum from very satisfied to very dissatisfied with clothing, you do not need to be one or the other to participate.

The information gathered for this study will involve an interview that should take less than one hour of your time. This is not a large time commitment on any one's part and interviews can be set up between you classes, for example in that hour you never know what to do with. All information will be kept confidential and used for no purpose other than to assist in the research project.

Please register for this study by filling out one of the information questionnaires I have distributed and return it to me during this class. You are only volunteering for yourself at this time. I will contact those of you chosen to obtain your mother and your grandmother's name, address and phone number. They will then be informed about the study and have the chance to choose to participate.

If you have any questions, please feel free to ask them.

INFORMATION QUESTIONNAIRE

WOULD **YOU** BE WILLING TO PARTICIPATE IN THE STUDY?

YES NO MAYBE

IF YOU ARE NOT INTERESTED IN PARTICIPATING YOU DO NOT NEED TO COMPLETE THE REST OF THE QUESTIONNAIRE.

NAME:_____

ADDRESS:_____

_____

TELEPHONE:_____

DO YOU THINK YOUR **MOTHER** WOULD BE WILLING TO PARTICIPATE?

YES NO MAYBE

IS SHE LIVING IN ALBERTA? YES NO

IF YES, WHAT LOCATION (CITY,TOWN)?_____

DO YOU THINK YOUR **MATERNAL GRANDMOTHER** WOULD BE WILLING TO PARTICIPATE? YES NO MAYBE

IS SHE LIVING IN ALBERTA? YES NO

IF YES, WHAT LOCATION (CITY,TOWN)?_____

THANK YOU FOR YOUR TIME AND COOPERATION.

APPENDIX B

RELEASE FORM

RELEASE FORM

I realize I will be participating in a research project which requires that I provide certain personal data. I agree to allow this data to be used by the researchers for the purposes of analysis or publication realizing that it will be held in the strictest confidence and that my identity will be protected.

I certify that the statements made by me during the interview are true and complete. I agree to cooperate with with the procedure set down by the researchers knowing that has passed the inspection of an Ethical Review Committee at the University of Alberta.

I realize I am free to withdraw from this study at any time.

Signiture.....

Name (Print).....

Date.....

APPENDIX C

INTRODUCTION TO INTERVIEW

INTERVIEW SCHEDULE

Introduction to the Interview

As you may recall from the classroom speech/ telephone conversation I am conducting research investigating Women's Satisfaction or Dissatisfaction with their clothing. To do this, I am interviewing daughters, mothers, and maternal grandmothers. I am interested in levels of clothing satisfaction of women within a family, as well as clothing satisfaction of women of various ages.

The information gathered from this interview will be kept confidential. All responses will be coded and no names will be used in the analysis of the data. The sample will be treated as a group and in this way the results will be anonymous and confidential. It is important that you are aware that you can withdraw from this interview at any time.

There are no right and wrong answers to the questions I will be asking you, since women differ in their past clothing experience. Just think of the garments you have or have tried to purchase in the past. I hope that we will be able to examine all items of clothing during this interview, from coats to accessories.

I will now ask you to read and then sign this release form. If you have any questions at any time, do not hesitate to ask them. Also, if there are any questions you would prefer not to answer please feel free to state that.

INTERVIEW SCHEDULE GROUP CODE:_____

NAME:_____ DATE:_____

ADDRESS:_____ MAJOR:_____

_____ DAUGHTER:_____
MOTHER:_____
GRANDMOTHER:_____

HEIGHT

Approximately how tall are you?

SHORT__ SHORT-AVERAGE__ AVERAGE__ AVERAGE-TALL__ TALL__
< 5'2" 5'2" to <5'4" 5'4" to <5'6" 5'6" to <5'9" > 5'9"

WEIGHT

Do you see your weight as being within 10 lbs. of your desired weight? YES/ NO

LIGHT__ LIGHT-AVERAGE__ AVERAGE__ AVERAGE-HEAVY__ HEAVY__
(for a persons height)

GENERAL

1. How often do you have problems in selecting new clothing?
   Always/ Usually/ Sometimes/ Rarely/ Never

2. Are you able to find comfortable clothing you like?
   Always/ Usually/ Sometimes/ Rarely/ Never

3. Are you able to find suitable, attractive garments which fit you reasonably well?
   Always/ Usually/ Sometimes/ Rarely/ Never

4. Do you enjoy shopping for your clothing?
   Always/ Usually/ Sometimes/ Rarely/ Never

5. Which word best describes your interest in clothing?
   Indifferent/ Mild/ Average/ Strong/ Very Strong

BARRIERS TO FINDING APPROPRIATE CLOTHING

Many things limit our ability to find appropriate clothing. I would like to ask you about some barriers that may or may not restrict you.

1. Limited Transportation
   Always/ Usually/ Sometimes/ Rarely/ Never

2. Money (Limited Clothing Allowance)
   Always/ Usually/ Sometimes/ Rarely/ Never

3. Fatigue (too tired to shop)
   Always/ Usually/ Sometimes/ Rarely/ Never

4. Limited Style Selection (Fashion Details)
   Always/ Usually/ Sometimes/ Rarely/ Never

5. Limited Styles Appropriate for Your Lifestyle
   Always/ Usually/ Sometimes/ Rarely/ Never

6. Limited Fabric Selection in Garments
   Always/ Usually/ Sometimes/ Rarely/ Never

7. Limited Colour Selection in Garments
   Always/ Usually/ Sometimes/ Rarely/ Never

8. Limited Garment Choices for Your Size
   Always/ Usually/ Sometimes/ Rarely/ Never

9. Limited Garment Selection for Your Age Group
   Always/ Usually/ Sometimes/ Rarely/ Never

10. Lack of Affordable Top Quality Garments
    Always/ Usually/ Sometimes/ Rarely/ Never

11. Limited Shopping Time
    Always/ Usually/ Sometimes/ Rarely/ Never

12. No Sales Help
    Always/ Usually/ Sometimes/ Rarely/ Never

13. Fitting Rooms too Small
    Always/ Usually/ Sometimes/ Rarely/ Never

14. No Place to Sit in the Fitting Rooms
    Always/ Usually/ Sometimes/ Rarely/ Never

15. Other(s)_____

CLOTHING ACQUISITION & ALTERATIONS

This next section relates to how you acquire your clothing.

1. How often do you acquire your clothes **Ready-Made**?
   Always/ Usually/ Sometimes/ Rarely/ Never

2. Are you able to find clothes in a desirable price range?
   Always/ Usually/ Sometimes/ Rarely/ Never

3. Do most of the clothes you buy fit without any alterations? (for example: change in hem length)
   Always/ Usually/ Sometimes/ Rarely/ Never

4. How often do you acquire your clothes by **Home Sewing**?
   Always/ Usually/ Sometimes/ Rarely/ Never

5. Do you have problems with fit in the clothes which you sew?
   Always/ Usually/ Sometimes/ Rarely/ Never

6. Are there any **Other** ways in with your acquire your clothes? (gifts, hand-me-downs, second hand)
   specify_____

PROBLEMS RELATED TO PERFORMANCE OF GARMENTS

The following group of questions relates to problems in performance of garments you have had in the past.

1. Durability of Fabrics
   Always/ Usually/ Sometimes/ Rarely/ Never

2. Durability of Seams
   Always/ Usually/ Sometimes/ Rarely/ Never

3. Shrinkage
   Always/ Usually/ Sometimes/ Rarely/ Never

4. Change of Garment Shape
   Always/ Usually/ Sometimes/ Rarely/ Never

5. Change in Garment Colour
   Always/ Usually/ Sometimes/ Rarely/ Never

6. Wrinkle Resistance of Garments
   Always/ Usually/ Sometimes/ Rarely/ Never

7. Ease of Care
   Always/ Usually/ Sometimes/ Rarely/ Never

8. Construction Features (buttons, fasteners, trim, etc.)
   Always/ Usually/ Sometimes/ Rarely/ Never

9. Placement of Openings
   Always/ Usually/ Sometimes/ Rarely/ Never

10. Ease of Putting On & Off
    Always/ Usually/ Sometimes/ Rarely/ Never

FABRIC SELECTION

1. Are you able to find garments in the fabrics you like?
   YES/ NO

   What fabric or fabric types are you unable to find?
   What problems do you have with fabrics?

SPECIFIC GARMENTS

I am interested in finding out specifically which garments present concern or problems for you. With some garments you may experience problems, with others you may not. Do not be concerned if you do not have problems with some of garments that I will mention. Concerns or problems may be related to many things, for example: style, fit, fabric, colour, selection, acquisition, cost, care, quality, durability, size, or any others that come to mind. If some of the following garments are not worn by you, just let me know that they do not apply to you.

1. Do **DRESSES (Day, Evening)** present any problems for you? YES/ NO/ N/A

   What specifically is it about **DRESSES** that is a problem for you?

10. Do **BRAS, UNDERWEAR, OR FOUNDATION GARMENTS** present any problems for you? YES/ NO/ N/A

    What specifically is it about **UNDERWEAR, BRAS, OR FOUNDATION GARMENTS** that is a problem for you?

11. Does **SLEEPWEAR OR NIGHTWEAR** present any problems for you?
    YES/ NO/ N/A

    What specifically is it about **NIGHTWEAR** that is a problem for you?

12. Do **ONE OR TWO-PIECE SWIMSUITS** present any problems for you? YES/ NO/ N/A

    What specifically is it about **SWIMSUITS** that is a problem for you?

13. Do **BELTS** present any problems for you?
    YES/ NO/ N/A

    What specifically is it about **BELTS** that is a problem for you?

14. Do **SHOES/BOOTS (FOOTWEAR)** present any problems for you?
YES/ NO/ N/A

What specifically is it about **FOOTWEAR** that is a problem for you?

15. Do **GLOVES** present any problems for you?
YES/ NO/ N/A

What specifically is it about **GLOVES** that is a problem for you?

16. Do **HATS** present any problems for you?
YES/ NO/ N/A

What specifically is it about **HATS** that is a problem for you?

17. Do **TWO-PIECE SUITS (JACKET/SKIRT OR PANTS)** present any problems for you?

What specifically is it about **SUITS** that is a problem for you?

18. OTHER(S)?_____

1. Relating to the problems you have just reported, have you always had them? some of them? If not, when do you recall first having them?

2. Do you have difficulties in putting together an ensemble or a wardrobe? YES/ NO If yes, what type of problems have you encountered?

3. If you could tell manufacturers anything about your clothing problems encountered with women's wear, what would you tell them?

4. Please rank the following items in order of importance (most to least important) when you are buying clothes?
   a) colour
   b) fit
   c) comfort
   d) ease of care
   e) style of the garment
   f) cost

DEMOGRAPHIC INFORMATION

1. Which age category do you fit into?
   a) Under 25_____
   b) 26 - 34_____
   c) 35 - 44_____
   d) 45 - 54_____
   e) 55 - 64_____
   f) 65 - 74_____
   g) 75 - 85_____
   h) 85 & over____

2. Working Experience
   a) presently employed
   b) previously employed full or part-time
   c) never employed outside

3. What is your total yearly personal income before taxes?
   a) less than 10,000
   b) $10,000 - $19,999
   c) $20,000 - $29,999
   d) $30,000 - $39,999
   e) $40,000 - $49,999
   f) $50,000 - $59,999
   g) $60,000 and over

4. What do you think is your standard of living level?
   a) high standard of living
   c) medium standard of living
   b) low standard of living

5. What is the highest level of education you have completed?
   a) Elementary School
   b) Junior High School
   c) High School
   d) Trade or technical School
   e) College
   f) University (less than a degree)
   g) University Undergraduate degree
   h) Graduate School

6. What is the condition of your health?
   a) Excellent
   b) Good
   c) Fair
   d) Poor

7. What do you think is your level of fitness?
   a) low
   b) medium
   c) high

8. Do you have any physical disabilities which affect the clothes you select? YES/ NO
   If yes, What? How does it limit your selection?

9. Marital Status
   a) Married
   b) Widowed
   c) Single/ Never Married
   d) Separated
   e) Divorced
   f) Common law
   g) Other

10. Are you a member of a religious or other group that has set standards of dress? YES/ NO

At this time are there any questions you would like to ask me? Topics or areas either covered or not during this interview?

As you have probably already determined this research is an indepth look at women's clothing satisfaction related to clothing problems. Once again I would like to remind you that all the information gathered here today will be kept confidential. I would like to thank you for your time and cooperation. If you wish, I can mail you an abstract of the results next summer.

YES_____ NO_____

Please do not discuss the questions in the interview with your daughter/ mother/ grandmother as it could influence the results of the study. Once again thank you for your participation in this study.

APPENDIX D

TABLES - CLOTHING PROBLEMS FOR SPECIFIC GARMENTS

TABLE D-1

REPORTED PROBLEMS WITH SHOES AND BOOTS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	11	17	12	40
LIMITED SIZE SELECTION	4	6	3	13
LIMITED COLOUR SELECTION	1	2	0	3
LIMITED STYLE SELECTION	14	29	18	61
COMFORTABLE FIT (hard to get)	6	8	8	22
FITTING WIDTH	10	18	8	36
BOOTS (too small in calves)	4	5	1	10
GENERAL FITTING PROBLEMS	8	6	1	15
QUALITY	15	1	0	16
SALES HELP (poor)	2	1	0	3
TOTAL	75	93	51	219

NUMBER OF WOMEN REPORTING PROBLEMS WITH SHOES & BOOTS: 73

(81.1% of sample)

TABLE D-2

REPORTED PROBLEMS WITH DRESSES

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	20	7	1	28
SIZING VARIATIONS	7	6	5	18
LIMITED COLOUR SELECTION	3	5	2	10
LIMITED FABRIC SELECTION	4	3	0	7
LIMITED STYLE SELECTION	23	24	19	66
GARMENT LENGTH (too long/ too short)	3	5	9	17
SLEEVE LENGTH (too long/ too short)	4	5	3	12
WAIST LENGTH (too long/ too short)	4	14	4	22
TOP/ BOTTOM PROPORTION (one fits, other too big/ too small)	2	4	4	10
OTHER FITTING PROBLEMS	6	6	5	17
QUALITY	1	3	1	5
TOTAL	77	82	53	212

NUMBER OF WOMEN REPORTING PROBLEMS WITH DRESSES: 75

(83.3% of sample)

TABLE D-3

REPORTED PROBLEMS WITH COATS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	6	5	6	17
LIMITED SIZE SELECTION	0	0	2	2
LIMITED COLOUR SELECTION	6	1	2	9
LIMITED FABRIC SELECTION (too heavy in weight)	0	3	4	7
LIMITED STYLE SELECTION	15	12	7	34
NOT WARM ENOUGH	1	1	0	2
GARMENT LENGTH (too long/ too short)	2	5	1	8
SLEEVE LENGTH (too long/ too short)	5	5	1	11
OTHER FITTING PROBLEMS	2	7	6	15
QUALITY	6	3	0	9
TOTAL	43	42	29	114

NUMBER OF WOMEN REPORTING PROBLEMS WITH COATS: 57

(63.3% of sample)

TABLE D-4

REPORTED PROBLEMS WITH SWIMSUITS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	6	5	2	13
LIMITED COLOUR SELECTION	1	0	1	2
LIMITED FABRIC SELECTION	1	2	2	5
LIMITED STYLE SELECTION	21	12	5	38
AVAILABLE IN SEASON ONLY	0	1	0	1
BUST FITTING PROBLEMS	1	7	2	10
GARMENT LENGTH (too long/ too short)	3	3	1	7
LEGS CUT TOO HIGH	3	3	0	6
TOP/ BOTTOM PROPORTIONS	5	3	0	8
OTHER FITTING PROBLEMS	4	4	0	8
QUALITY	4	4	0	8
TOTAL	49	44	13	106

NUMBER OF WOMEN REPORTING PROBLEMS WITH SWIMSUITS: 48

(53.3% of sample)

TABLE D-5

REPORTED PROBLEMS WITH NYLONS AND PANTYHOSE

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	3	6	0	9
LIMITED SIZE SELECTION	0	2	2	4
SIZING VARIATIONS	4	8	1	13
LIMITED COLOUR SELECTION	5	5	3	13
LIMITED FABRIC SELECTION	0	1	2	3
HARD TOO PUT ON	0	0	1	1
HARD TOO CARE FOR	2	0	0	2
LEG LENGTH (too long/ too short)	7	1	1	9
CROTCH LENGTH (too long/ too short)	4	5	2	11
OTHER FITTING PROBLEMS	4	3	4	11
QUALITY	7	9	1	17
TOTAL	36	40	17	93

NUMBER OF WOMEN REPORTING PROBLEMS WITH NYLONS: 43

(47.8% of sample)

TABLE D-6

REPORTED PROBLEMS WITH BELTS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	3	4	2	9
SIZING PROBLEMS (too long/ too short)	7	8	2	17
LIMITED COLOUR SELECTION	5	1	1	7
LIMITED FABRIC SELECTION	1	1	2	4
LIMITED STYLE SELECTION	8	7	5	20
QUALITY (not lasting)	0	1	0	1
TOTAL	24	22	12	58

NUMBER OF WOMEN REPORTING PROBLEMS WITH BELTS: 27

(30% of sample)

TABLE D-7

REPORTED PROBLEMS WITH PANTS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	0	1	0	1
SIZING VARIATIONS	0	3	0	3
LIMITED COLOUR SELECTION	1	2	2	5
LIMITED FABRIC SELECTION	3	5	1	9
LIMITED STYLE SELECTION	7	7	5	19
LEG LENGTH (too long/ too short)	14	7	14	35
CROTCH LENGTH (too long/ too short)	8	10	5	23
HIP/ WAIST PROPORTION	10	3	2	15
THIGHS (too tight)	6	2	0	8
OTHER FITTING PROBLEMS	11	8	2	21
QUALITY	5	0	0	5
TOTAL	65	48	31	144

NUMBER OF WOMEN REPORTING PROBLEMS WITH PANTS: 71

(78.9% of sample)

TABLE D-8

REPORTED PROBLEMS WITH BLOUSES

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	5	1	3	9
SIZING VARIATIONS	1	0	1	2
LIMITED COLOUR SELECTION	0	1	0	1
LIMITED FABRIC SELECTION	3	0	2	5
LIMITED STYLE SELECTION	4	6	8	18
BODICE LENGTH (too long/ too short)	2	3	5	10
SLEEVE LENGTH (too long/ too short)	7	9	7	23
SLEEVE CIRCUMFERENCE (too small/ too big)	4	2	2	8
BUST CIRCUMFERENCE (too small/ too big)	2	1	1	4
COLLAR & NECK FITTING	1	1	1	3
OTHER FITTING PROBLEMS	5	5	6	16
QUALITY (gapping & buttonholes)	5	4	6	15
TOTAL	39	33	42	114

NUMBER OF WOMEN REPORTING PROBLEMS WITH BLOUSES: 54

(60.0% of sample)

TABLE D-9

REPORTED PROBLEMS WITH SKIRTS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	5	1	0	6
LIMITED SIZE SELECTION	1	1	1	3
LIMITED COLOUR SELECTION	1	0	0	1
LIMITED FABRIC SELECTION	3	0	0	3
LIMITED STYLE SELECTION	10	10	3	23
GARMENT LENGTH (too long/ too short)	9	5	5	19
HIP/ WAIST PROPORTION	11	7	5	23
OTHER FITTING PROBLEMS	4	3	3	10
QUALITY	1	1	1	3
TOTAL	45	28	18	91

NUMBER OF WOMEN REPORTING PROBLEMS WITH SKIRTS: 51

(56.7% of sample)

TABLE D-10

REPORTED PROBLEMS WITH BRAS AND UNDERWEAR

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
BRAS:				
TOO EXPENSIVE	5	5	5	15
SIZING PROBLEMS	1	0	1	2
LIMITED FABRIC SELECTION	1	1	0	2
LIMITED STYLE SELECTION	3	5	1	9
CUP SIZE TOO BIG FOR BRA SIZE	1	2	2	5
OTHER FITTING PROBLEMS	12	6	3	21
QUALITY	3	0	0	3
UNDERPANTS:				
TOO EXPENSIVE	0	1	0	1
LIMITED STYLE SELECTION	1	0	0	1
FITTING & QUALITY PROBLEMS	5	5	4	14
GIRDLES:				
LIMITED STYLE SELECTION	0	1	0	1
SIZING PROBLEMS	0	1	0	1
FITTING PROBLEMS	0	0	4	4
TOTAL	32	27	20	79

NUMBER OF WOMEN REPORTING PROBLEMS WITH BRAS & UNDERWEAR: 48

(53.3% of sample)

TABLE D-11

REPORTED PROBLEMS WITH SLIPS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	1	0	1	2
LIMITED SIZE SELECTION	1	2	2	5
LIMITED COLOUR SELECTION	1	2	0	3
LIMITED FABRIC SELECTION	0	1	0	1
LIMITED STYLE SELECTION	5	9	2	16
GARMENT LENGTH (too long/ too short)	5	15	7	27
STRAPS (falling off shoulders)	0	1	0	1
RIDING UP & TWISTING	3	2	0	5
OTHER FITTING PROBLEMS	1	4	2	7
QUALITY	0	1	0	1
TOTAL	17	37	14	68

NUMBER OF WOMEN REPORTING PROBLEMS WITH SLIPS: 40

(44.4% of sample)

TABLE D-12

REPORTED PROBLEMS WITH SWEATERS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	8	4	1	13
SIZE VARIATIONS	0	1	1	2
LIMITED COLOUR SELECTION	1	1	1	3
LIMITED FABRIC SELECTION	5	0	0	5
LIMITED STYLE SELECTION	4	1	4	9
CARE PROBLEMS	0	1	1	2
GARMENT LENGTH (too long/ too short)	0	4	3	7
SLEEVE LENGTH (too long/ too short)	2	5	1	8
OTHER FITTING PROBLEMS	4	5	4	13
QUALITY	12	5	4	21
TOTAL	38	26	19	83

NUMBER OF WOMEN REPORTING PROBLEMS WITH SWEATERS: 48

(53.3% of sample)

TABLE D-13

REPORTED PROBLEMS WITH BLAZERS (SUIT JACKETS)

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	3	2	0	5
LIMITED STYLE SELECTION	5	1	3	9
SLEEVE LENGTH (too long/ too short)	5	7	6	18
OTHER FITTING PROBLEMS	4	9	7	20
TOTAL	17	19	16	52

NUMBER OF WOMEN REPORTING PROBLEMS WITH BLAZERS: 37

(41.1% of sample)

TABLE D-14

REPORTED PROBLEMS WITH TWO-PIECE SUITS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	2	2	1	5
LIMITED SIZE SELECTION	0	0	1	1
LIMITED STYLE SELECTION	4	3	4	11
JACKET/ SKIRT (PANTS) PROPORTION	10	10	7	27
OTHER FITTING PROBLEMS	0	9	6	15
QUALITY	1	0	0	1
TOTAL	17	24	19	60

NUMBER OF WOMEN REPORTING PROBLEMS WITH TWO-PIECE SUITS: 39

(43.3% of sample)

TABLE D-15

REPORTED PROBLEMS WITH GLOVES

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	2	2	1	5
LIMITED SIZE SELECTION	1	3	0	4
LIMITED COLOUR SELECTION	1	0	0	1
LENGTH OF FINGERS (too long/ too short)	5	5	2	12
FIT IN HAND AREA (too wide/ too narrow)	1	1	0	2
GENERAL FITTING PROBLEMS	2	0	2	4
QUALITY	3	3	0	6
TOTAL	15	14	5	34

NUMBER OF WOMEN REPORTING PROBLEMS WITH GLOVES: 27

(30.0% of sample)

TABLE D-16

REPORTED PROBLEMS WITH HATS

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	1	0	2	3
LIMITED SIZE SELECTION (too big/ too small)	3	2	3	8
LIMITED COLOUR SELECTION	0	1	1	2
LIMITED STYLE SELECTION	3	1	3	7
OTHER FITTING PROBLEMS	1	1	0	2
TOTAL	8	5	9	22

NUMBER OF WOMEN REPORTING PROBLEMS WITH HATS: 16

(17.8% of sample)

TABLE D-17

REPORTED PROBLEMS WITH SLEEPWEAR

PROBLEM	GENERATIONS			
	D	M	G	TOTAL
TOO EXPENSIVE	2	2	0	4
SIZE VARIATIONS	0	0	1	1
LIMITED FABRIC SELECTION	1	3	0	4
LIMITED STYLE SELECTION	0	0	1	1
GARMENT LENGTH (too short)	0	1	1	2
ARM LENGTH (too short)	1	0	0	1
QUALITY	2	2	0	4
TOTAL	6	8	3	18

NUMBER OF WOMEN REPORTING PROBLEMS WITH SLEEPWEAR: 12

(13.3% of sample)